# THE Dublishers' Weekly.

The American BOOK TRADE JOURNAL

VOL. CVI.

M

NEW YORK, AUGUST 23, 1924

No. 8

# By HAROLD SPEAKMAN



AUTHOR OF

Hilltops in Galilee

A distinguished novel

# THIS ABOVE ALL

In the midst of jovial companions and the gay allurements of New York life, tempted to the easiest way, a dishonest success at his hand, love and friendship all about him, a young artist tries his own case, pronounces his own sentence and goes alone "into the wilderness to pray" and to work.

This above all: To thine own self be true

THE BOBBS-MERRILL COMPANY Price \$2.00

The Letters of Archie Butt

To President
Research

ESTTED ST LAWRENCE F. ABBOTT ARCHIE BUTT

# The Most Important and Entertaining Non-Fiction Title of the Season

180 5 E 1859

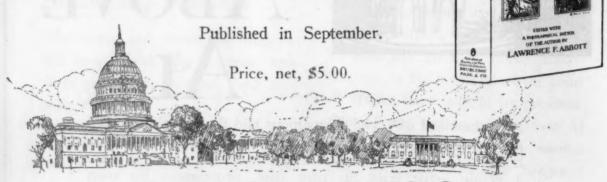
# THE LETTERS OF ARCHIE BUTT

Edited by LAWRENCE F. ABBOTT

Friend and Aide of both Roosevelt and Taft, Archie Butt was one of the best loved men who ever shared in Washington's official life.

The author of these letters lived in the closest personal relationship with the Roosevelt family. His almost daily comments (written largely to his mother and sister-in-law) upon the intensely interesting events and personalities about him are full of sparkling humor and brilliant anecdotes of a period when Washington was, in a peculiarly significant way, the very center of the nation's life.

Lawrence F. Abbott, of the *Outlook*, says: "Scarcely anything has been written since Boswell's 'Life of Johnson' which gives so entertaining a picture of the daily sayings and doings of a great man."

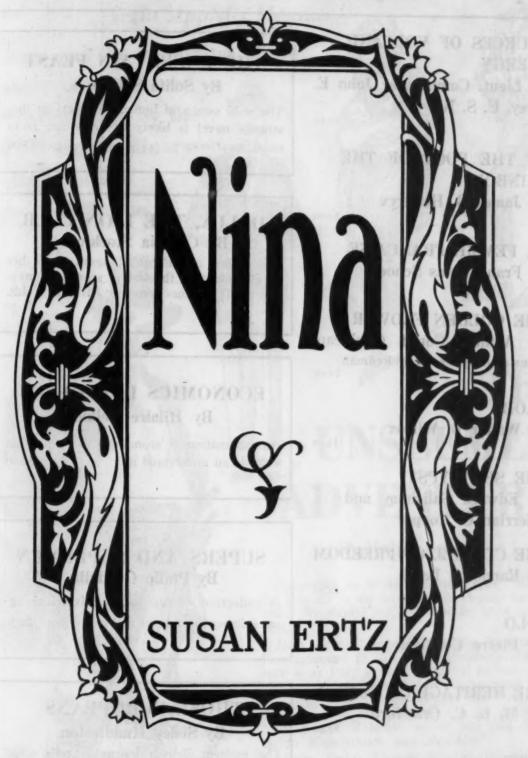


## Doubleday, Page & Go.

Garden City, New York

IN CANADA: 25 RICHMOND STREET, W., TORONTO

# By the Author of "MADAME CLAIRE"



Here is another winner! The author of "Madame Claire" has a new novel to be published September 5, "Nina." It isn't once in a blue moon that a piece of fiction is so eagerly awaited: and it is good news that Susan Ertz lives up to every expectation. "Nina" is a witty and wise novel, full of the indefinable charm and smartness that a well dressed woman possesses. The popularity of "Nina" (in its gold jacket) will blossom on the sturdy stalk of "Madame Claire's" amazing success!

\$2.00

Check up on your sales of "Madame Claire" and rush your initial order for "Nina"!

D. APPLETON & CO., 35 West 32d Street, New York

# September Publications from Putnam's

## SOURCES OF VOLCANIC ENERGY

By Lieut. Commander John E. Soley, U. S. N.

\$2.50

# AT THE FOOT OF THE RAINBOW

By James B. Hendryx

\$2.00

#### LA FEMME FRANCAISE By Frank Louis Schoell

\$1.75

# THE GOLDEN FLOWER By Arthur, Count Gobineau, translated by Ben Ray Redman

\$2.0

## CAOBA By Walter B. Wilcox

\$3.50

# THE SEA GYPSY By Edward Salisbury and Merrian C. Cooper

THE CITADEL OF FREEDOM By Randolph Leigh

\$2.00

#### SOLO By Pierre Coalfleet

\$2.00

## THE HERITAGE OF COTTON By M. B. C. Crawford

\$7.50

#### ACES

A collection of fiction by Eleven Popular Writers of the Day

\$2.00

# THE UNCERTAIN FEAST By Solita Solano

The wild sweep of human conflicts in this strange novel is likely to draw fire from many quarters. \$2.00

## DALLA, THE LION CLUB By Cynthia Stockley

The author of "Ponjola" again gives her great public a throbbing story of mystery and romance on the African Veldt.
\$1.50

# ECONOMICS FOR HELEN By Hilaire Belloc

An explanation of economics so simple that a child can understand it. \$2.00

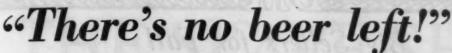
# SUPERS AND SUPERMEN By Philip Guedalla

A collection of fascinating historical figures drawn by a keen and witty pen. \$2.50

# THOSE EUROPEANS By Sisley Huddleston

The eminent British journalist tells what he has seen of the rise and fall of rulers, politicians and politics during the European chaos after the war. \$2.50

G. P. PUTNAM'S SONS 2 West 55th St., NEW YORK



sighs Appleby Magnus

That was the beginning of the

most extraordinary vagabondage by the

most extraordinary vagabonds in modern fiction





UNSEEMLY DVENTURE

By Ralph Straus

According to William Rose Benét, "Appleby Magnus is an Irrepressible, vastly humorous. We should not, for worlds, have missed him."

John Farrar claims, "Appleby Magnus is Bacchus come to life. The Unseemly Adventure is as jolly a yarn of casual adventure as I've read since 'The Beloved Vagabond'!"

George Jean Nathan argues that "Appleby Magnus is a combination not so much of Falstaff and Rabelais, as of the Old Soak, Baron Munchausen, and Mencken."

Henry James Forman is sure that "if the British peerage contained many Appleby Magnuses, the Labor Party would not have a look-in . . . . It's a fascinating book," he adds.

Two large Printings before Publication

HENRY HOLT & COMPANY

modern fiction

# DMC

## Big Sellers for Fall



22222222222222

William J. Locke's

Delectable romance of a bush ranger in European society

#### THE COMING OF AMOS

By the Author of "The Beloved Vagabond"

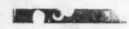
Ready August 30th

\$2.00



Stephen Leacock's
Hilarious side lights on life and things

#### THE GARDEN OF FOLLY



\$2.00



George Barr McCutcheon's New novel of Graustark

#### EAST OF THE SETTING SUN

By the Author of "Graustark," etc.

Ready September 27th

\$2.00



E. Barrington's

Love story of Lady Hamilton and Lord Nelson

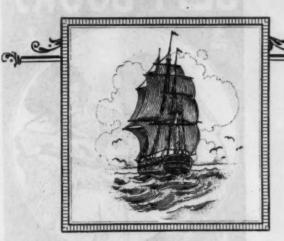
#### THE DIVINE LADY

By the Author of "The Ladies!" 5 printings in Five Weeks.

\$2.50

DODD, MEAD & COMPANY Publishers Since 1839 New York

# THE SLAVE SHIP By MARY JOHNSTON \* \*



The finest novel by America's leading historical novelist

By the author of "1492,"
"Croatan" and "To Have and To Hold"

WE shall publish in November this new novel by Mary Johnston dealing with Colonial Virginia and the eighteenth-century slave trade—especially the transportation of the negroes to America.

As this advertisement goes to press THE SLAVE SHIP is two-thirds written. What we have had is fascinating reading and it has led our editors to believe that this is going to be the finest novel by America's leading historical novelist.

We see greater selling possibilities in this story than in anything Miss Johnston has written in many years, and if the complete manuscript is up to our expectations, we shall treat this as our leading Autumn novel.

\$2.00

Boston LITTLE, BROWN & COMPANY Publishers

# BEST BOOKS

This is part of our extensive advertising campaign on

# THE BEAST

LUKE ALLAN

A story of the great Northwest that has the same interest and sustained elements of suspense together with a rush of incident and action that made "The Sheik" the publishing sensation of the decade.

to be published August 30th.

# BEST BOOKS



THE BEAST

LUKE ALLAN

SMALL, MAYNARD

#### Booksellers:-

Are you getting your proper sales from the most successful book of the summer season?

The 'smart' novel Society is reading

# DECEIT

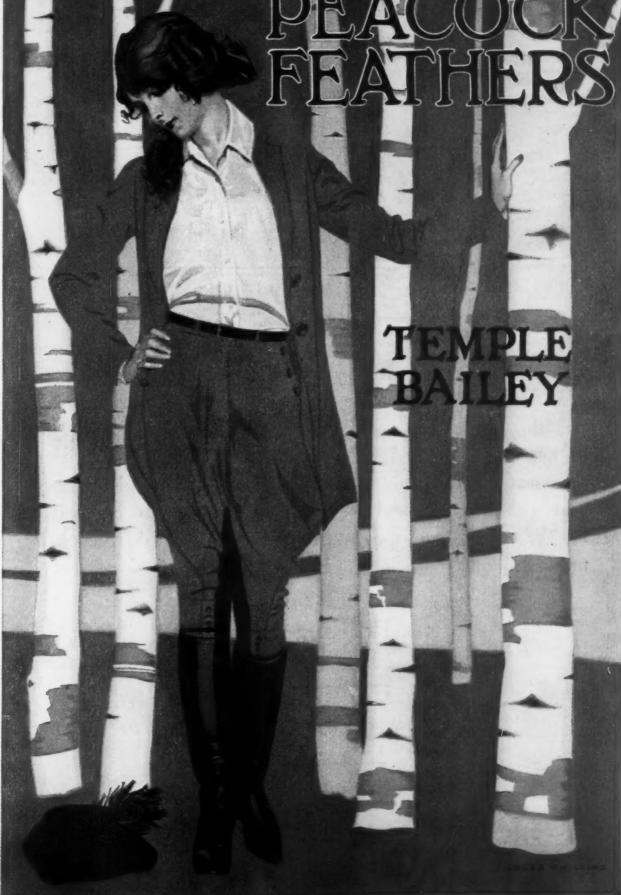
By BARKLIE McKEE HENRY

FIFTH Printing

\$2.00 net

SMALL, MAYNARD AND COMPANY PUBLISHERS

# PEACOCK FEATHER



# PEACOCK FEATHERS

# TEMPLE BAILEY'S

Latest and Most Powerful Story

In this book Miss Bailey proves again that she is one of America's most popular writers of fiction. Her work is in demand with all the big magazines. At this moment no other writer can equal her appeal. She is at the height of her popularity. In this story Miss Bailey has written her most vigorous and fascinating plot. It is a love story told with a sweep and assurance that makes it impossible for the reader to put down the book until the last page is finished.

First Printing of 50,000

Jacket in color by Coles Phillips

THE PENN PUBLISHING COMPANY PHILADELPHIA

# We apologize—

# talk

By Emanie N. Sachs

(2nd Printing Now Ready)

S O enthusiastically was this brilliant new novel received by booksellers that we found ourselves unable to fill all orders from the first edition.

WE apologize to our customers who were forced to wait for their stock. In extenuation we can only say that we knew the book was good, that we printed an optimistic first edition—but that you—and the public—liked it even better than we thought you would.

THE second printing was ordered before publication and is now ready. Read these comments, then send us your order and get ready for a solid, substantial sale on "Talk"—one of the best new novels of the Fall.

AN extremely good book, not merely in its subtle and ironical characterization, but in the development of the fable."

-William Lyon Phelps in The Saturday Review.

REMARKABLY acute and amusing; a book distinguished by deft characterization and a broad sense of social atmosphere."

—John Carter in the New York Times.

AN astonishingly successful first novel. It rings with essential truth throughout, and the telling is masterly."—Clement Wood in The Literary Review.

Harper & Brothers Since 1817 49 E. 33d St., New York

Are you getting your share of this great business?

# Mark Twain's Autobiography

Proof conclusive of the deep and widespread interest of book buyers in the publication of "Mark Twain's Autobiography" is furnished by the experience of booksellers who have solicited advance orders. For instance—

<u>Dawson's Bookstore</u>, in Los Angeles, placed an initial order for 10 sets. They then mailed announcements to a few of their best customers—and almost immediately ordered an additional 40 sets. And last week we had their order for 50 more, making a total of 100.

The Powers Mercantile Company, in Minneapolis, ordered 100 sets and in one week took orders for 35. We now have instructions to ship them 250 sets, 100 of which Mr. Wells expects to have sold by publication day.

Charles E. Lauriat & Company, in Boston, placed an initial order for 25 sets which they have just increased to 100.

The Doubleday Page Book Store, in Newark, ordered 10, sold 12 the first week, and have re-ordered 15 sets. And this is a new store, too.

The Otto Ulbrich Company, in Buffalo, placed an original order for 5—an order which has grown until it now totals 80 sets.

The J. K: Gill Company, in Portland, Oregon, started off with 10 and now want 300.

Are you getting your share of this great business? There is still time to make a drive in your town before publication. Here is the big book of the year—be sure you make the most of it.

MARK TWAIN'S AUTOBIOGRAPHY

2 vols. Boxed. Photogravure frontispieces. The set \$10.00

HARPER & BROTHERS, Publishers 49 E. 33d St., New York

<u>DADADADADADADADA</u>

D

up on a margin. Therefore when I say it is time to sell, it will be very necessary to sell." So he put up twenty perscenty margins for those two-boys -- and that is the time when this great spurt must have to The stars happened which sent that stock up in one flight -- because, as the history was told to me by Joe Goodman, when that stock seared to that vast price, Jones said to Goodman and Dennis, "Now then, sell. You can come out \$600,000; ahead, each of you, and that is enough. Sell."

"No," Joe objected, "It would go higher." Jones would say "I am on the inside; you are not. Sell."

Joe's wife implored him to sell, the wouldn't do Dennis's family implored him to sell. Dennis would And so it went on during two weeks. Each time the stock would made a flight Jones would try to get the boys to sell. They wouldn't do it. They .gam') would say "It is going higher." When he said, "Sell at \$900,000, "No, it will go to a million,

Joe wouldn't sell at \$900,000. Stock began to

HIS is a page of the mss. of "Mark Twain's Autobiography," showing corrections in his own handwriting. This probably is one of the most intrinsically valuable manuscripts sent to a compositor in many years.

Read September 12. The ensection of Engla

# Green Hat MICHAEL ARLEN

R. HEHAEL L prese is the prese

She backe many he sharinge,

She tarmed a lover into a husband and then into a cynic.

hat she did to Nan Hulpenden and his y ung wife hours rave been unpardonale

rerythin he doe aims the reviewer is egand an white that with the reserve as a washing

But, he ion eached reflects. Who dares say that this conclusion is not the culm ating stroke of frony?

C LARMING LO E

CEOR SINT 2 AVE AVE IN THE TOTAL



# The Tattooed Countess

CARL VAN VECHTEN'S NEW NOVEL

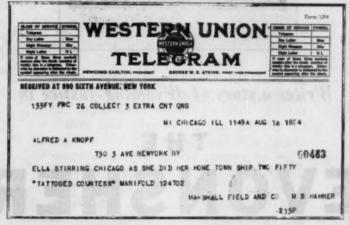
Published August 15th

These orders from Chicago reached me August 18th

PLEASE SEND DIRECT TO US PREPAID 100 VAN VECHTEN TATTOCED
COUNTESS UCL 25 VAN VECHTEN TATTOCED COUNTESS EXP

A KROCH & CO

#### Original Order 125



#### Original Order 250

SHIP ONE HUNDRED TATTOOED COUNTLESS TWENTY FIVE EXPRESS SEVENTY

BRENTANOS

#### Original Order 100

\$2.50 net. Picture Jacket in full colors by Ralph Barton [3]
Four printings in one week

WATCH YOUR STOCK

ALFRED A. KNOPF, 730 Fifth Avenue, New York

The Author of "Still Jim" and "The Enchanted Canyon"

#### HONORÉ WILLSIE MORROW



Writes a story of Wyoming justice in

# DEVONSHERS

"Light, stranger, and look to your saddle!" is the password to Western hospitality in Honoré Willsie Morrow's splendid romance of the Oregon Trail in which she uses a unique method to bring out her story—she stages a trial in the Wyoming Rockies in which not only the heroine but the whole community is brought before the bar.

We are anxious for everyone selling STOKES novels to read THE DEVONSHERS. If you haven't had a copy, please write for one.

To Be Published September 18

\$2.00

**Publishers** 

FREDERICK A. STOKES COMPANY

**New York** 

# The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, AUGUST 23, 1924

#### Information Please!

The Customer Dreams of An Ideal Information Desk

#### By Elsie Parrett

EVERY merchant wants to know the point of view of his custom-

ers. Miss Parrett, whose articles have appeared from time to time in the Publishers' Weekly, writes from

the customer's point of view. She is

a user and observer of bookshops. In

this article she points out that, inas-

much as all the clerks cannot be fully

informed as to all questions asked, that there should be, in large stores,

a friendly and exceptionally informed

person who can readily give expert

A YOUNG mother, suddenly aroused to a new responsibility toward her fouryear-old son remarked to me recently as she started city-ward on a day's shopping tour:

"I must get Bobby a good book today—

I'm tired of that newspaper stuff we've been reading to him—we ought to give him something more worth while."

I had privately thought so for many days, and had regulated my birthday, Christmas and occasional gifts to Bobby accordingly, but aside from these well-worn little books, I had noted that, figuratively

speaking, the cupboard was bare.

"Fine!" said I. "What will you begin with?"

information.

"I don't know," said she. "Of course he has Grimm's fairy tales, but he's evidently too young for them and the other standard stories that everybody thinks he ought to like. I declare, I must make a study of children's books. Perhaps the clerk can tell me what to get today."

"Go by the library and ask the head of the children's room for suggestions too," said I, and she received the idea thought-

fully.

But when she came home she hadn't had time to go to the library. She had dashed into the bookstore at the last minute and while the book of folk tales she bought, at the suggestion of the saleswoman, was a very good one, well written and artistically decorated, it was only mildly acceptable to Bobby, whose enthusiasm it seemed could be aroused only by some tale of nature in

plant or animal form.

The incident set me thinking again of a need that had often arisen in connection with my own reading. Now and again I had become interested for the moment in some particular subject, and had had a strong impulse to read along that line. But more often than not, embarrassed by a plentitude of ma-

terial, ignorant of just which book would best suit my taste and time, I would dally over a choice until some newer interest claimed my attention and the old was pushed aside entirely. The mental inertia, lack of purpose, and continuity of interest in the average person who reads only casually, and even in the more serious reader to whom books are an integral part of living, makes his choice of reading fitful and inconsidered. Represented by graphs, the line of a year's reading would show more astonishing depressions and elevations than the most erratic business that ever existed.

I think the lack of some definite and easily accessible source of information on

what books to buy is often largely responsible for the failure to tollow up some interest that has arisen. The public library, sorry to say, is not always the satisfactory place to turn for suggestions and authoritative information. There are always members of the staff, of course, who have the necessary background, interest, and resources to put into concrete terms and substantiate with books in the actual flesh one's dim and groping desires, incoherently expressed. But so often one puts himself at the mercy of a young and unread assistant, whose knowledge of libraries seems limited to technical methods of keeping records, and whose principal function as far as choice of reading matter is concerned, consists in presenting a solid frontal resistance to the customer's hesitating demands, thereby crystallizing in the latter's own mind, perhaps, a more definite realization of his wants. But this at best is rather a negative assistance, and as long as libraries are compelled, as they usually are thru lack of funds, to include in their personnel many who lack the thoro information to meet satisfactorily the infinitely varying demands made upon them, so long the average person who wants general advice on choosing books will find himself now and then disappointed in the response to his appeals.

Again, the average reader is ignorant of, or does not know how to find or use the many excellent bibliographies, book lists and other printed aids to choice of reading. Even if he does consult them, so often he finds merely a list of books on a certain subject, with no discussion to enable him to discriminate between the different styles, purposes, and types of treatment. A short time ago, stimulated by one or two moving pictures, the scenes of which were laid in Paris during the French Revolution, I felt a desire to refresh myself by doing some reading on that period. I wanted some historian who was authentic but not intensive; a book intended for desultory reading rather than close study. I tried the Carlyle I found on my shelves but found that once again I disliked his French Revolution method-it was not too intense for the subject matter, no doubt, but was too dramatic for the heat of the summer days in which I was to do the reading. I consulted a book of lists but the volumes cited by their very number and unpronounceableness increased my uncertainty. My enthusiasm by that time had waned somewhat and had not a very well-informed Frenchwoman of my acquaintance stepped in at the psychological moment with good advice and a judgment on which I could rely, I am sure

I should have abandoned the French Revo-

lution altogether. There remains, of course, for the information of the book buyer, the book salesman. Generally speaking, I have found him a better "informer" than the library assistant. In the bookstores with which I am familiar there are always a certain proportion, at least, of the clerks who are exceedingly well-read, with a discriminating taste in literature and a keen judgment of the customer. I heard a successful proprietor of a large bookstore say recently, "I can sell almost any customer almost any book I want to," and I knew enough of his tact and knowledge to believe, "almost," that he was not overstating the case. But, unfortunately, as in the library, we meet too, in the best bookstores, the beginner, those whose inherent interests are not in books, and those whose talents lie along other lines than book salesmanship. If we are out on a voyage of discovery we are just as apt to encounter the latter as the former type of salesman, and after a few futile essays, become a little discouraged about further inquiries. A case in point is my experience in the children's room the other day—a large and apparently well-stocked department. I called for a book about animals for a child of four or five years of age—the afore-mentioned Bobby, to be explicit-which would not be written in a fictionized style. I wanted to test a private query I had as to whether an animal story must be of the Peter Rabbit type to hold a child's attention. I told the saleswoman what I wanted, and she skirmished about a little, offering me now and then a book for examination. We hunted for some time but to no avail-there seemed to be nothing

animals as animals, not humanized.

All of which brings me to a suggestion which has often presented itself to my mind, of a way in which booksellers could help their customers, promote reading, and of course, as a logical result, increase book sales. If there could be in every large bookstore a definite Information Department where the customer who wants advice or suggestion could be sure of finding a well-informed, resourceful book man, or woman, who would know how to supplement easily and quickly his own wide knowledge with authorities and references, either thru print or by personal communication, what a boon it would be to the book buyer! I see in my mind's eye a large table, perhaps in

that even approximated my idea. Perhaps

no such books exist (authors please note)

but it seemed strange to me that in such a

stock there should be no simple stories of

some corner or alcove of the store, orsince we are dreaming, why not make it ideal-in a small room where the telephone, reference books, and other conveniences which the information dispenser needs are at his command. Chairs, in which customers can be seated for pleasant conversation, are drawn up and an atmosphere of tact, helpfulness and real authority prevail. It is not to be expected, perhaps, that every bookstore would be fortunate enough to secure a person for such a position who could answer every inquiry put to him from his own well-stored mind, but there are many who know "where to find" which is the other "half of knowledge." A bookstore boasting such a department, however modest, should advertise it by placards in the store, by advertisements in the papers, announcements in the local newspaper book notes. Care should always be taken to make it clear that this service is free to the book lover, with no obligation on his part toward the store. Mail or telephone inquiries should be answered at the same desk. If the store publishes a bulletin, a column could be devoted to answers to inquiries;

another might be concerned with discussions of particular lines of reading, different with each issue, of course, and timely as to season or public events.

Perhaps this plan is already in operation in some stores, altho I have never had the good fortune to find one such.\* On the other hand, perhaps booksellers will instantly pronounce the plan visionary, inexpedient, too expensive. But happily the visioner is not compelled to pin herself to ways and means-she states the need and desire of the customer; she sees an ideal answer to it and puts it before the bookseller. If he can find it within his power to adopt the plan in any part, with whatever modification or expedients, with, no doubt improvements and developments beyond the fairest dream of the most importunate seeker after information, he is going to extend the scope of his influence, the satisfaction of the customer, and of course, his business, measured by dollars and cents.

SAINT JOAN ACHIEVED NOTABLE DISPLAYS THE COUNTRY OVER



THE SIMULTANEOUS JULY PUBLICATION OF "SAINT JOAN" BY SHAW IN ENGLAND AND AMERICA FOUND THE BOOKSELLERS' WINDOWS WAITING FOR JUST SUCH AN EVENT. BRENTANO'S, NEW YORK, USED MATERIAL SUPPLIED BY THE THEATRE GUILD

<sup>\*</sup>We have seen such service, as for instance, "The Book Advisor," at the large book department of T. Eaton & Co., of Toronto.—ED.

# Six New Middle Western Bookshops

"The Book Shelf" of Cincinnati A Likeable Bookshop for Book-loving People

CEVERAL years ago a number of book lovers in Cincinnati conceived the idea that the town needed a new and different kind of a bookstore. In years goneby Robert Clarke had given to a bookshop an atmosphere all its own, and the friendly flavor of the place is well remembered by many

of its old patrons. They met there after business hours to chat in leisurely fashion, and to read a page here and there before walking home to dinner. Some five years ago three separate groups started out at about the same time, oddly enough, to see if such a shop could be established in the Cincinnati of today, and the three, discovering each other, coalesced into a final group, out of which has grown the Book Shop Company, owners of the new shop in Cincinnati.



There were many ideas that the members of this group wanted to see put into operation; the outstanding ones were these: To have a small shop with a homelike atmosphere, where the visitor could examine good books at his leisure without the hustling atmosphere of a department store. An intelli-

gent booklover in charge, who could advise sympathetically and intelligently. And a location out of the shopping district and vet near it, so that the shop could be easily reached and yet be in a sense, with-

drawn from it.

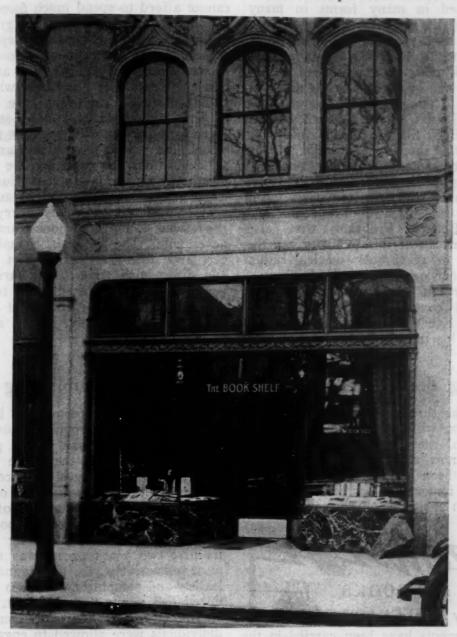
These are hard requirements, and yet, one by one, they were met. Paul Briol was induced to take charge of the shop, and it was started in May, 1921, in the parlors of the old General Seasongood residence just north of the busy shopping district, on old Gar-



THE ALLURING VISTA THAT GREETS THE VISITOR TO "THE BOOK SHELF." CINCINNATI

field Park, where the spreading arms of old elms seemed to shut out much of the noise and dust of the city. High ceilings, broad windows, and cosy fireplaces supplemented the stock of books, and the stock of books was excellently chosen. The response was prompt, not only from the long list of

stock of books. It must supplement this stock by the most modern and complete business system; for people will "charge," they will want prompt deliveries at most peculiar hours, and the modern store has educated us to expect very good service. These new problems were met as they



A MOST MODERN TYPE OF BUILDING IS THE QUARTERS OF "THE BOOK SHELF." A DOCTOR'S OFFICE BUILDING JUST OFF THE MAIN SECTION OF BUSINESS

book lovers who had taken shares in the enterprise, but from many others who had or who quickly acquired, an appetite for good books. There wasn't any attempt to dictate to the customer, nor even to advise, unless advice was asked.

It was soon found that a shop of this kind must carry a very wide range of books; books on every conceivable subject. It must therefore, have a very considerable

arose, and the growth of the business became so marked as to be almost embarrassing. An additional room was secured, but in November 1923, two years after its opening, the shop was compelled to move into larger quarters in the new Doctor's Building, just a block from its first home. Here the greater space available made possible better light, better ventilation, more accessible shelves, and room for more friends.

The Directors felt from the first that the advertising must be in keeping with the shop itself, and with little money to spend for the purpose, they set about making the project as well known as possible. The trade-mark of "The Book Shelf" seems to reflect the nature of the enterprise, and it has been used in many forms in many places during the past three years. Bill-boards were used to carry the message of The Book Shelf to hurrying thousands, and monthly book reviews were mailed out to the friends listed on the constantly growing mailing list. These book reviews were attractively gotten up in a small booklet called "The Book Shelf Bellman," and were written for the shop by Mr. Briol and by members of the enterprise. Occasional lectures were given in the shop, delightfully informal, and really informative. nouncements in Theatre Programs and Symphony Concert Programs were also used, and thru all of this publicity ran the central idea of good book service, rather than clever (or near-clever) bookselling.

The best results seem to be obtained by the personal contact of book lover with book lover. Every stockholder in the enterprise brings his friends, and so, in the man-

ise brings his friends, and so, in the man- of the book Sheff.

#### Sending Books by Telegraph

AFTER the three years of their experimentation with developing book orders by telegraph, the Doubleday, Page shops claim that now a very large number of orders have been built up and that a business of real importance has come from this source which could not otherwise have been obtained.



Advertisements have been carried in the six cities where Doubleday shops are located, explaining that these shops were ready to deliver books to the steamers sailing on the Atlantic Coast on any date. Each store has kept a complete list of sailings and could give customers prompt and full information about the ships. The same plan has been suggested for sending books as gifts in other parts of the country. have explained that any customer who was in New York and suddenly remembered a birthday's falling on the next day in St. Louis had only to wire and a very suitable present could be promptly delivered.

ner of the chain letter, the field constantly

expands.

In general, the form of advertising does not seem to matter so much as the advertisement itself; and it is no easy matter to write a good advertisement. However, it may be said in general that such a shop cannot afford to spend much money on unproductive advertising. The gross profit is small, a large stock must be kept on hand. Exacting customers demand good service, prompt deliveries, and personal attention to unusual orders. The salesman who can sell books in such a shop is a rare bird, hard to find, and he earns a good salary. there isn't much money available for experiments. Newspaper advertising and exhibits at expositions, as well as the billboards mentioned above, have not produced results commensurate with the cost because the appeal is made to too many hurrying thousands who do not read books, and probably never will. The Bellman, Symphony Concert and other musical concert programs, and direct mail advertising, carry the appeal and the reminder directly to the kind of people who hunger and thirst after good books and the friendly, restful atmosphere of The Book Shelf.

#### The Largest Publishing House

HE Russian Information Bureau of Washington is responsible for the latest figures about Russian book production, which indicate that the State Publishing House is now the largest producer of books in the world. It is turning out 100,000 volumes daily, with an average of 160 pages each, which would make 30,000,000 books a year. The State Publishing House for its first two years or so was devoted almost exclusively to propaganda posters, leaflets and pamphlets. In 1920 it had produced 628 new titles; in 1921, 777 titles. In December of 1921 private companies and individuals were allowed to engage in publishing, thereby ending the monopoly of the State Publishing House. The State Publishing House acted as an instrument of censorship until June 6th, 1922, when the so-called "Chief Literature Administration" was formed.

These new laws transformed the nature of the State Publishing House, changing it from a state organ to a commercial enterprise, but, at the same time, maintaining its significance as a state center of popular education, called upon to furnish not only the schools but the worker with necessary and useful books.

## Sales Talks in Rhyme

By Ina Brevoort Roberts

#### VII

#### Books That Cheer or Inspire

THERE are other book appeals that remain the same thru spring, summer, autumn and winter. Books that cheer or inspire, books that two friends may read

together—these are popular at all seasons. And the lure of romance, of course, is perennial. It runs not only thru the year but thru the ages.

Books that leave you smiling And uplifted in your mind, If you like a book that's cheery These are just that kind.

Would you like to grow and blossom, Be your splendid, biggest self? You will find a book to help you Right here upon this shelf.

A book two read together
Is a bond that's strong and sure,
A delightful present pleasure
And a mem'ry to endure.

Romance makes the heart grow tender, For you know that it is true Every thrilling, sweet adventure Might have happened so to you.

#### VIII

#### For the Poetry Display

THERE is another book appeal that reaches out to every season, every human relationship and interest, to things outdoors

and things within the heart. There are comparatively few subjects that do not come within the scope of poetry.

Read a poem a day,

It's a pretty way

To keep your heart quite sweet;

Every year has its May,

So each day on life's way

By a poem is made complete.

# THE Publishers' The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

**EDITORS** 

R. R. BOWKER

F. G. MELCHER

August 23, 1924

HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. -BACON.

#### What Is Advertising?

7HEN the delegation of American advertising men and women pilgrimaged to London, the press of England was full of comment on the problems of advertising and especially on the convention slogan, "Truth in Advertising." One newspaper estimated that no less than 6,000,000 words were uttered by professional advertising men in this gathering, with the common emphasis of all was, "Keep faith with the public." The blatant, the vulgar and the deceptive were condemned in no measured terms.

Advertising is no longer the daring adventure which our merchants faced a half century ago, tho no one would like to claim that it is yet a science. Its main principles were well summarized in a London paper

as:

1. Advertising is the expression of a manufacturer's confidence in his product and a merchant's confidence in his wares.

2. It is, when honest (and if not honest it will fail), a guarantee of in-

3. By creating a demand it makes possible mass production, thus cheapening the cost of production per unit.

4. It lowers the price at which the

goods are sold to the consumer.

Book publishers have always been among the heaviest advertisers in percentage of total sales of any industry. Publishers have been quoted as using 7% to 8% of their entire income on advertising, and the percentage on individual new books would run to double that amount. Booksellers have, in the past, very largely relied on the publishers' promotion to increase the interest in their own displays, but more and more there are indications that the retailers are finding ways to use display space and the mails also to develop new business. present discount on books takes into consideration that the bookseller needs a margin for such promotion, and there is room in his gross margin for such expense. When properly used, display advertising conveys to the public the bookseller's confidence in his business, his honest opinion that his shop deserves support, and it increases the effectiveness of his store by providing for larger total sales, with the same rent and overhead.

#### The Historical Novel

OR two or three years there has been rincreasing evidence that the public is again coming to a keen interest in historical fiction, and the moving picture audiences as well as the book reading audiences have been reaching out into this field. Moving picture producers have been turning to the great period of historical fiction of twenty-five years ago for their material with such revivals as "Dorothy Vernon of Haddon Hall" and "Janice Meredith," while book publishers have been finding good new material offered by present writers to supply thrills for present-day readers.

This revival has been accompanied by

many reestimates of the importance of the historical novel, written from the point of view of historians and of the general reader. Writes Mr. Butterfield in an essay called "The Historical Novel," published by Cam-

bridge University:

It cannot be too strongly stated that the explanation of historical novels is not to be found in the fact that history needs an admixture of fiction to give it spice, to make it exciting, to relieve the boredom. Truth is stranger than fiction and some of the most incredible episodes that have been found in novels have been those which an author has too foolishly taken straight from life. That there is a place for such a thing as the historical novel is due to a certain inadequacy in history itself. History is full of events and issues out of which a story could be made, and of adventures that are exciting enough; it is not wanting in incident, but these things are not stories, they have to be transmuted into story; for there are irrecoverable things in history. and these are the close, intimate personal things, the touches of direct experience that are needed in story-making, the things that we most remember in friends we used to have, what might be called 'the human touches.' In order to catch these things in the life of the past, and to make a bygone age live again, history must not merely be eked out by fiction, it must not merely be extended, by invented episodes; it must be turned into a novel; it must be 'put to fiction' as a poem is put to music."

#### Education by Self Effort

IN connection with the new emphasis in the book-trade and library world on adult education, it is interesting to pick up a news note from England that Ramsay MacDonald, the Prime Minister, in an address at Glasgow University, credited "Cassell's Popular Educator" with having supplied him with a great impetus in his early This work was largely popueducation. larized over England a number of years ago by striking advertisements depicting a boy and bearing the slogan, "What will he become?" The boy was depicted as he reached different ages of youth and manhood, and, in one case, arrived at a happy and prosperous old age as the result of education and self-effort.

Educational facilities are more numerous now than in the days when Mr. MacDonald was a boy, but the facilities will never catch up with the needs, and tens of thousands of young people need to be stirred in their ambitions, in order that, by self-effort, they may lift themselves to the full level of their possibilities. It should be admitted by educators, librarians and the book-trade that the correspondence schools have preceded them into this field and have done much to teach two generations of young people the need for self-development. They have prepared the way and others should enter in and help meet this great need.

#### The Protection of Titles

THE question of protection of book titles against use in moving pictures was brought into the court by T. Everett Harre, who has obtained a temporary injunction against the Vitagraph Company. The Macaulay Company, publisher of Mr. Harre's novel, "Behold the Woman," issued in 1916, has joined with the author in pressing the suit. The film now being shown is called "Behold This Woman," but the author claims that the titles are so closely allied that it is sufficient to mislead and does mislead the public. It is not claimed that the theme is the same, but that the film producer is obtaining benefit from the popularity of the book.

#### Special Notice

If you want to purchase the TRADE LIST ANNUAL, 1924, at the advance order price (\$4) please send your order and remittance before August 31st. After that date the price will be \$4.50, net, to all alike.

THE PUBLISHERS' WEEKLY 62 West 45th Street

#### Its Fifty-Second Annual Issue

HE TRADE LIST ANNUAL will be issued as usual early in September-its fiftysecond yearly publication. It will contain in all 140 contributed catalogs and 150 supplementary lists, a total of 290 catalogs bound in a single volume for ready reference. With one exception only, the tradelist of every important house in America is included. Among the catalogs of recently organized publishing houses are those of Albert and Charles Boni, W. P. Blessing & Co., Minton, Balch & Co., and Hyman-McGee Co., and in the volume this year will also be found a number of catalogs not included in last year's Annual. Among these it is interesting to note those of the Beacon Press, Nicholas L. Brown, Educational Publishing Co., Frederick H. Hitchcock, Paul Hoeber, Inc., International Text Book Co., Charles E. Lauriat Co., John Murphy Co., National Publishing Co. of Philadelphia, New York Public Library, Phonographic Institute Co., G. E. Stechert & Co., and the Vedanta Centre Publishing Department. It is interesting also to note that the R. R. Bowker Co. for the first time has a modest four-page catalog of its own, listing thirtythree book-trade helps of one kind or another that are published or imported by the office of the Publishers' Weekly.

INFRANKLIN McDuffee, Dartmouth and Baliol, has been awarded the Newdigate Prize for 1924 for his poem "Michelangelo." This is the first time that this honor has been attained by an American. Basil Blackwell, the Oxford publisher is issuing a 2 shilling paper edition of the poem.

¶¶Percy Marks, whose novel of college life, "The Plastic Age," was published by the Century Company, is in California working on a new novel. He will not return to Brown University in the Fall.

## How to Connect Up With Your Town

Joseph Wheeler's Book on "The Library and Community"

Reviewed by Marion Humble

THIS useful book of "community studies and library publicity" contains many chapters and practical suggestions, which with slight changes in terminology might be entitled "publicity for the bookstore." Bookstore managers and clerks will want to study the entire book carefully, however, as the portions specifically devoted to the library's relation to the community will give dealers new insight into the problems and responsibilities of the institution most nearly akin to their own business.

Mr. Wheeler, Ilbrarian of the Public Library of Youngstown, Ohio, is well equipped to write this guide because of his own successful library publicity, and from his work on various American Library Association publicity committees. "Your Job Back Home," a guide to books for ex-service men, by Mr. Wheeler, will be remembered as one of the important contributions to the after-war book publicity of the A. L. A.

"This book" says the preface, "is based on the assumption that the function of the library and of the librarian is to get more people to read more books and better books, and that the librarian must understand and esteem the people as well as the books, and must tell them constantly about the books thru a never-ending campaign of publicity, which, in the last analysis, is one of the greatest economies a library can undertake." Surely the bookseller's aims are identical; and this volume will answer many questions which dealers are constantly asking.

The first part of the book is given to the study of "The Community Background." Community interests must be known before the individuals in the community are understood. Racial groups, vocations, schools, churches, clubs and societies, welfare organizations, local publications, and other agencies, are analyzed in relation to book distribution.

The second part of the book deals with library support, and public opinion for the library, subjects of direct concern to the bookseller as well as to the librarian, for well-equipped and financed libraries invariably reflect a local attitude toward books that is also shown in prosperous bookstores.

But it is in the third part of the volume, "The Technique of Publicity," that those wanting practical help will find it generously given. One of these chapters is devoted to "The Psychology of the Appeal of Books." Books appeal to the desire for recreation, to the desire for self-improvement, to the sense of curiosity, to the entire range of human emotions, to the desire to be in style and read what others are reading. Understanding these appeals and directing publicity toward them mean greater usefulness for the library, and of course increased service and sales for the bookseller.

The "Publicity Checklist and Calendar" is especially useful for year-round book promotion. It includes lists of literary birthdays, holidays, and also special "days" and "weeks" and ideas for connecting books with them. "Pictorial Publicity" "Newspaper Publicity" are illustrated with many photographs, and with definite instructions for having cuts made, and for writing book news stories and articles. Preparing and distributing book lists and circulars are discussed fully. The chapters on layout and typography, and on posters and placards, illustrate type specimens, proof-reading marks, and various alphabets. Explicit directions are given for lettering and poster

Conducting exhibits, displays and campaigns, planning book talks, and cooperating with the schools, are among the important chapters, and the book concludes with a bibliography on community study and publicity, The frequent book and magazine references thruout the text are useful for further study.

Every bookstore should use this book; managers should place copies in the hands of clerks for study. It is an admirable textbook on book publicity, and needs only to be supplemented by a pamphlet on preparing store advertisements to make a complete manual for booksellers. The book is published by the American Library Association, 86 E. Randolph Street, Chicago, Ill., at \$2.85 per copy.

## Appleton Offices Enlarged and Refitted

The Old House Keeps to Its Central Location at 32nd Street

FOR some time D. Appleton & Company have been under considerable pressure to obtain more room for their rapidly growing organization, and, after very careful weighing of the advantages of different locations in the city, they have decided that the con-

greater efficiency the different departments. The main entrance, as before, is into the library and reception room, which have been doubled in size with improved facilities for visitors. Nearly every volume published by the firm since 1870 is to be found in this



THE LIBRARY AND RECEPTION ROOMS IN REMODELLED QUARTERS

veniences of the Thirty-Third Street location offset any other advantages elsewhere, and they have succeeded in obtaining another floor in the same building at Thirty-Five West Thirty-Second Street, extending thru to Thirty-Third, adding fifty per cent to their floor space. This has given them an occasion to refurnish and refit the entire establishment and rearrange for



PRESIDENT HILTMAN'S OFFICE AT APPLETON'S

library, and there are also exhibition cases displaying hisdocuments, torical rare manuscripts and books. It is a source of regret that fires, which have nearly destroyed the firm's offices on three occasions during its hundred years of publishing, have wiped out its collection of earlier publications. Duplicate copies have been acquired, however, of many of the books published in the early 30's

and are now found in the historical exhibit. In another year the firm will be celebrating its hundredth anniversary, and this historical material will then be of special interest.

The connection between the two floors has been made very convenient by a carefully planned staircase leading from the library on the seventh floor to the eighth floor, devoted to editorial and conference rooms. President Hiltman's office is now on the seventh floor of the Thirty-Third Street end, and here also are the directors' room, the educational, manufacturing and publishing departments. In the Thirty-Second Street

end are located the sales department, treasurer's office, accounting, collection and advertising departments as well as the stockrooms maintained for the convenience of city trade.

Appleton's have also recently built an additional three-story concrete building on their warehouse property at 44 Hewes Street, Brooklyn, where the bulk of their stock of books is held and from whence all out of town and large shipments are made. This now gives them ample warehouse facilities and provides vaults for the plates.

#### A Successful Summer School-Book Display at Columbia



FOR the second year Alfred Hartog, manager of the Columbia University Press Bookstore, has carried thru an extensive summer book exhibit, thru which the 13,000 summer students at Columbia are reached by 42 publishers of educational and other books.

The University Press Bookstore is in the basement floor of the Journalism Building on the corner of Broadway, perhaps the most central spot in the University area. For the exhibit a very large first floor room was obtained, with entrances from the street and from the building. Space was sold to publishers at \$50 for the five weeks, if one table was used, and \$75 if a table and wall case were included.

The plans for the exhibit were worked out in great detail, and a great deal of publicity was given it thruout the University. Advertisements were carried in the Spectator, which comes out three times a week, and several interesting news stories were in its columns. Besides this, advertisements in various forms prepared to reach the student body, which, in the summer time, includes ambitious educators of every class.

An important feature was the registration table, where those who came, and would, signed their names and home addresses and indicated their special interests. A complete copy of the registration list was immediately multigraphed and given to every exhibitor. The list before the end of the five weeks, from July 5th to August 16th, totaled over 2,000, and it was estimated that over three times that number of people attended the exhibit.

In the opinion of the exhibitors this opportunity for teachers to examine the new and important books was very generally appreciated and good connections made.

The Columbia University Press Bookstore expects to continue this plan another year on an even broader basis, and has applied for permission to use the gymnasium for the purpose. This fine first story room has now been allotted to the bookstore for year round use, which will not only double their space but provide a finely lighted and very convenient room for the increasing book business of the store.

### Adventures While Collecting Books

By Joseph J. Barton

II

#### Trifling with the Law

A SHORT time ago I met an old customer of mine on the street—a lawyer. He wanted to know if I hadn't anything to sell any more, as it had been a long time since he had heard from me.

"I thought I supplied you with all the old

county atlases that were ever printed," I replied. "Anyway, I haven't any that you want."

He smiled and said: "I guess I have them all; what I want now is old Session Laws — the first printing of any of the Acts of any state up to, say 1825; and particularly I want those printed before the Revolutionary War."

"Yes," I replied,

"Yes," I replied,
"There are a lot of
people who want
them but where are

you going to get them?"

"Well, that's your business, only I want them a little more than most people, so get busy."

About a week after that I was walking down Market Street, Newark, near the Penn. Depot, when I saw a little man shoving a big push cart come out of that narrow street by the railroad bridge and turn into Ferry Street. The cart looked as tho it were loaded with books, and I hurried my steps to catch up with him. He zigzagged among the traffic until he got straightened out on the right side of the street, next to the curb, and I walked along just behind him on the sidewalk.

They were books, mostly all bound in calf, nice old brown leather, not sheep; and when he had gone several blocks and the traffic was considerably thinner I drew up

alongside and ventured a little conversation. "Your books, Bill?" I asked. The little man turned toward me and stopped to rest.

He had a friendly smile, but explained "E notta spik moocha Inglees," and I said, "That's all right Tony. I don't care if you

never say a word after you tell me where you are going with the books and that I may look at them."

"Sure! plenta buke you come." It was a long walk and a heavy load, and Tony had to stop and rest every few blocks; but we finally pushed into an entry that ran between two buildings and came to an open space in the rear; that is, it was more or less open. A dirty, dilapidated one-story barn ran

along the back, sheltering two horses and a cow, several small children, chickens, garbage and drying clothes cluttered up the rest of the yard.

Alongside the barn in a kind of pen covered with some old pieces of corrugated iron were a lot of newspapers and three or four hundred old books; these with Tony's load, ensured an afternoon's entertainment, and I waded in.

They were mostly law books and I don't know much about that kind of literature. The idea I have of it is that only the very old and the very new are of any account, except some special subjects and reports. When they are old enough to be curiosities or first printings, or when new enough to be of practical use I buy them; the middle-aged law, like medicine I leave to its fate.



I had a most enjoyable time; the hours passed too quickly and when it commenced to get dark I quickened my movements and ran thru the remainder in a hurry. I told Tony to stack them up and put some rope around them. I sent his little boy around the corner for an express wagon, and then I noticed Tony was moving very slowly with the rope; his face had lost its smile and he seemed troubled.

I asked: "What's the matter, Old.Top?" and he raised his falsetto voice in "How mooch you pay?" "Oh," I said, "We didn't settle that did we. How mooch you want?" and he came right back with "How mooch you pay?" And I asked him how much he got for old paper and he said \$1.75 a hundred pounds at the mill; so I made a price and asked him if that would do, and he was tickled to death. For a moment I thought he was going to kiss me.

When I got the books home there were about two hundred. I went thru them very carefully. I couldn't say it was any wonderful lot; the most interesting items were "Laws of the State of New Jersey; revised and published under the authority of the Legislature," by William Patterson, large 8vo printed by Matthias Day, Newark, 1800; this is the more common edition—the first edition of the book was printed in folio in New Brunswick the same year.

Then there was a folio edition of the "Charter, and Acts and Laws of the Province of Massachusetts, Boston 1742." Nice book with the Arms of Great Britain at the top of the title page.

A cowhide bound volume of old newspapers such as The Sentinel of Freedom, of Newark; State Gazette and New Jersey Advertiser of Trenton (after 1799 this was called the New Jersey State Gazette). The True American, a weekly issued in Trenton, and a few copies of a later paper, the Bergen County Courier of 1831.

At the end of this book was bound in, "The Acts of the New Jersey General Assembly," the 21st and 22nd Sessions, 1797; these two pamphlets are worth about \$25.00 each.

Another volume of pamphlets, 12mo, was sermons and addresses, among which were "The Blessings of America, a 4th of July Sermon preached at the Request of the Tammany Society or Columbian Order" by Wm. Linn, N. Y., 1791. This doesn't amount to much. "A Small Help offered to Heads of Families for Instructing Children and Servants by J. G." (whoever he was) printed by Hugh Gaine, N. Y., 1771. As far as I know this hasn't any particular value; just

a Hugh Gaine imprint. And a dozen more like these, mostly Newark imprints, a little over a hundred years old.

From the bookplates and labels in many of the volumes, I was able to locate, after several inquiries, where the books had come from, and I made a call and found an old lady the last of the family. No, she had no more and had been very glad to get rid of those.

I have made many acquaintances with elderly ladies in the past few years; perhaps the most delightful of the group was one, who after sizing me up at several intervals, told me that she wouldn't think I was in the old book business; that I looked as tho I might be a clerk or professional man of some kind. No doubt she was trying to compliment me upon my appearance; the bright and overpowering mentality and liberality in my face; but who could she have met at some previous time with whom she was making a comparison?—probably some of those New York dealers.

This book business is very simple, but you must have the power of suggestion. You or I meet a customer, he wants such a book, you haven't got it, so you project the thought that you must have the book; and the suggestion, swift as an arrow in the air reaches a passive or receptive agency who goes and gets it. The agent soon appears on your horizon and then it's just a matter of transfer from him who has, to him who has not. Nobody injured—in fact everybody concerned is benefited.

It is a very fascinating business, too. I love all old things; there is a lure in them that I do not find in modernity. There is a greater interest to me in the crudities of the beginning of things than in the finished output of the present.

Financially, (I am now speaking of the average, common garden variety of bookseller) we make a living and always live in hope of a more fruitful tomorrow; at times we think we can see ourselves spending the winter in a dahabeah on the Nile; but generally when winter arrives we say to the guardian of the wardrobe: "Don't throw that overcoat away, we believe we can wear it another year."

¶¶CHARLES BEECHER WARREN, who recently completed, with distinction, his diplomatic mission from Washington to Mexico, is not to be confused with Charles Warren, the author of the three-volume work, "The Supreme Court in United States History," which won the Pulitzer Award in history last year.

## The Bookman's Glossary

#### Material for a Dictionary of the Book-trade

#### VIII

#### Bookselling and Cataloging Terms (Continued)

limited edition—A special edition of a volume or set of which a comparatively small number of copies was printed. These copies or sets are usually numbered consecutively to an announced limit. A special page bears the facts as to the edition limit and the number and often also, the signature of the author or of the publisher. Clubs usually limit their edition to the number of advance subscriptions from members. International editions usually have a specified number for each country. See LARGE PAPER EDITION.

m. e.-In cataloging: An abbreviation for marble edges.

MS.—A manuscript; plural MSS.

mint-Term used in catalogs to describe a book that is in the immaculate condition in which it first came from the maker. The gradation of conditions are Mint, Fine, Good, Fair and Poor.

missal or mass-book-A book containing the service for the celebration of the Mass thruout the year. Sometimes loosely used for any book of devotion.

Before the invention of printing the writing of missals was a branch of art which reached a high state of excellence in the monasteries. The books were written upon vellum in the most beautiful style of penmanship and were adorned with the utmost magnificence. See Hours, Book of.

n. d. (no date)—In cataloging; date," indicates that no publication date is printed in the book described.

n. p. (no paging)—In cataloging; paging" is used to describe books whose pages are not numbered.

nom-de-plume-A pen name; a writer's assumed name.

o. p.—Abbreviation for "Out of print."

obl.—In cataloging: Oblong-shaped, applied to a book that has been bound so as to open from the narrower side of its pages.

occult-A common classification for books relating to mysticism, clairvoyance, magic, theosophy and other su-

pernatural phenomena.

original cloth; original boards; original wrappers-In catalog description: Covers in which the book was first pub-

p. p. (privately printed)-Not regularly

published for open sale.

palimpsest—A parchment or other material from which the original writing has been more or less completely erased and new matter written over. A double palimpsest is one that has had two erasures. Valuable texts have been recovered from such parchments by chemical processes. The word is from Greek roots meaning to rub away again.

papyrus—(1) A writing material of the ancients, made from the inner bark of a reed of the same name growing on the banks of the Nile. Prepared by laying strips over each other at right angles. Two or three layers were soaked in water and pressed into one sheet. The sheets were joined together to produce a roll.

(2) A manuscript written on this

material.

parchment—(1) A thin skin specially prepared for writing, made from a sheep, lamb, goat, calf or other ani-

(2) A high-grade paper in imitation of the above.

The word comes thru the French from the Latin Pergamum, a city in Asia Minor where parchment was first

pirated edition—An edition issued without the permission of the owner of the copyright in the country where printed. See UNAUTHORIZED EDITION.

plts.—In cataloging: An abbreviation for illustrative "plates."

plugs-Trade term for the remaining copies of a book for which there is no current demand.

pocket edition-A handy size, usually not in excess of 4 x 61/4 inches.

pornography—Writings of an obscene or licentious character. From the Greek words meaning writing about harlots, and first applied only to treatises on prostitutes and prostitution. Many catalogs of old and rare books include such items under the term Erotica, Curiosa or Facetiae.

port.—In cataloging: Abbreviation for "portrait."

presentation copy—A book with a presentation inscription by the author. See Association Books.

private presses—Printing establishments which undertake only the work of the owner or of publishing clubs who may be supporting the press. Private presses have done much for the progress of good bookmaking. The Basker-ville Press at Birmingham in the 18th century; the Daniel Press at Oxford in the late 19th century; the Kelmscott Press founded and managed by William Morris; the Essex House, Doves, Vale, and Eragny Presses in England; and Goudy's Village Press in the United States are among the best known.

pseudonymous—Published under an assumed name or nom-de-plume.

r. e.—In cataloging: Abbreviation for red edges on the leaves.

reference tools—The chief trade tools for ready reference for a bookshop are:

(1) The Publishers' Trade List Annual, containing the catalogs of all the leading publishers and many of the minor ones.

(2) The United States Catalog and its several supplements. A general Index of books by title, author and subject.

(3) The Cumulative Book Index (continuing the United States Catalog) issued monthly, excepting July and August.

(4) The Publishers' Weeky, for its Weekly Record of New Books and its announcements of those forthcoming.

remainders—Overstocks in the publishers' hands after the sale of a book has slackened. Jobs.

rubbed—In cataloging: A term indicating that the binding of the item listed shows signs of wear.

rubricated—Printed in red and black.
Rubricated Prayer Books show the rubrics or explanatory headings to services and prayers printed in red ink.
Many old manuscripts and early printed books of devotion were thus marked. See Illuminated.

ser.—In cataloging: An abbreviation for series.

solander—A form of box for keeping books in paper parts, pamphlets, illustrative plates, etc., shaped like a thick book.

subscription editions—(1) Editions whose sale has been under-written in advance by a sufficient number of subscriptions to guarantee the effort. In England advance trade orders on any new books are called subscriptions.

(2) Editions of single books or sets in ordering which the customer signs or subscribes for the works. Such orders are usually taken by the canvasser or subscription agent.

t. e. g.—An abbreviation of top edges gilt in describing a feature of the binding.

tf.—An abbreviation meaning till forbidden, sometimes used to indicate that an advertisement is to be run in a publication until ordered discontinued by the advertiser.

tall copy—A book that has lost nothing of its original height in binding. See LARGE PAPER COPY.

title-page lacking—In cataloging: Descriptive of a book from which the title-page has been removed.

trans.—In cataloging: An abbreviation for translated

uncial—Pertaining to or consisting of a form of letters found in manuscripts from the 1st century B. C. to the 10th century A. D. The uncial characters are large and of nearly uniform size, resembling modern capitals but with greater roundness. See MAJUSCULE.

uncut edges—Leaves untrimmed by machinery. Not to be confused with "unopened" as with a paper cutter.

uniform edition—A set or series of books printed and bound in uniform style.

unopened—A book with untrimmed edges that has not been sliced open as by hand with a paper cutter. Not to be confused with uncut q. v.

v. d. (various dates); v. y. (various years)—In cataloging: Abbreviations used in describing miscellaneous collections of books or other literary property.

variorum—Abbreviated from the Latin, cum notis variorum: Containing notes by various editors.

wormhole—A hole in paper or binding, the work of an insect known as a book-worm q. v.



### The Book and Its Film

News for Booksellers from the Motion Picture Field



# Growing Importance of Books for Motion Pictures

FTER a thoro investigation and study A of the most successful pictures during the past few seasons the production managers of several large motion picture concerns have come to the conclusion that a picture which has first been offered to the public in the form of the printed book is almost assured of success when the story is adapted for the screen. One of the managers speaking of this fact says, "Of course the most careful discrimination must be exercised in the examination and purchase of the screen rights to novels. Many novels which have enjoyed the most phenomenal success from the publisher's viewpoint lack the action and dramatic quality so essential in the production of pictures." Samuel J. Briskin, a production manager of one of the large companies, has but recently returned from a tour of the country during which he met and talked with the leading independent exchange and theatre operators, these tours have substantially backed up the views of most of the picture men in regards to the practicality and importance of books for pictures.

THE FOX FILM Corporation of America in announcing their producing plans for the coming season have included many popular novels and plays among their releases. Zane Grey's "The Last of the Duanes" in addition to several other Zane Grey novels have been purchased by the Fox company for production. Edmund Goulding, a noted scenarist and the author of "Fury", Dodd, has been engaged, to arrange for the screen, "Dante's Inferno." Gilbert Frankau's "Gerald Cranston's Lady" and Channing Pollock's "The Fool." "The Hunted Woman" by Curwood and "Strathmore" by Ouida are also included in the list of new Fox releases.

¶¶AN IMPORTANT bit of casting was made by the Fox Film Corporation when it was decided to place James Kirkwood in the role of Gerald Cranston in the forthcoming film version of "Gerald Cranston's Lady," Gilbert Frankau's English novel, which has had such a wide circulation.

MAFTER A DEAL of deliberation and choosing the actress for the part of "Peter Pan" has been chosen, Film Director Brenon announced last week. Sir James Barrie has been viewing pictures of motion picture actresses for some time, in most cases being unaware as to their identity. Betty Bronson who he has finally chosen is practically unkown in the motion picture world and is only seventeen years of age.

MPETER CLARK MACFARLANE whose death occurred some weeks ago is to have his last novel, "The Tongues of Flame" upon the screen. produced Meighan, long a friend and admirer of Mr. Macfarlane's work, was instrumental in having the novel purchased for screen production, and the next day after having spoken of the book to Adolph Zukor, left for Canada to film scenes for his next production, Curwood's "The Alaskan." has just been apprised of the death of Mr. Macfarlane and in a letter to Mr Zukor he pays high tribute to Mr. Macfarlane, saying in part, "I have always been a great admirer of his and am proud that you have chosen me to play Henry Harrington in his last book, 'Tongues of Flame.' I feel that he has created in the rôle of Henry Harrington the finest type of American in modern fiction and am sure it will inspire me to do my best work."

¶¶DOROTHY DALTON AND JACK HOLT are featured in Louis Joseph Vance's "The Lone Wolf." The "Lone Wolf" stories have been serialized in several of the large popular magazines, which should stimulate interest in both the book and picture.

## A Week's Gleaning of Book Trade News



MTHE CAMBRIDGE UNIVERSITY PRESS of Great Britain announce that in the future they will be the agents in England for the publications of the University of California. The first volume to be issued under this heading

will be T. R. Glover's new book "Herodotus."

MREILLY & LEE COMPANY offered handsome money prizes for the best review of their spring book, "The Test of Donald Norton," and the results show that both amateurs and professionals shared in the awards. The first prize of \$150 went to Ruth Horn, Lubbock, Texas, the second of \$75 to Grant Overton, New York, and the third of \$25 to Elizabeth Gaskins, Denver. The judges were Harry Hansen of the Chicago Daily News, Llewellyn Jones of the Chicago Evening Post, and Marcella Burns-Hahner of Marshall Field & Company.

Overton and embodying cooperative publicity for publishers is to go into its third volume this year, with the title "Cargoes for Crusoes." The books of three publishers will be featured in this year's volume, including Doran, Appleton and Little, Brown & Company. The first two volumes, "When Winter Comes to Main Street" and "American Nights Entertainment," included four publishers, Doubleday and Scribner being connected with Appleton and Doran. The price will be 50c. as previously.

¶¶ANOTHER VALUABLE bibliography added to the many that have been coming out in the past year is that of Sir Thomas Browne, the author of "Religio Medici." It is being issued by the Cambridge University Press, limited to 500 copies. Geoffrey Keynes, the author, was also responsible for the "Bibliography of Blake," published by the Grolier Club and the "Bibliography of Donne," made for the Baskerville Club. The volume will contain facsimiles of 36 title pages. As a frontispiece there will be full color reproduction of the recently discovered portrait of Sir Thomas.

¶¶According to Dr. Erich Neuner, coeditor of the Kuerschner Library Catalog

which catalogs every known poet and writer in the country, Americans are far more poetical than the Germans. Dr. Neuner states that one German to every 35,000 claims authorship to a published volume of poetry, while the corresponding American rate is said to be one to every 4600.

CLEMENT K. SHORTER, the literary critic of The Sphere, in a short informal discussion of Bernard Shaw's new play, "Saint Joan" (Brentano) tells of his own personal copy of the play. He says, "I belong to the "old people" and very strained were my eyes when I had finished reading "Saint Joan." I can not go and see it acted because I am too deaf. I received from Mr. Shaw, with the generosity of old friendship, what is called a "rough proof—unpublished" and this has been put by Mr. Robert Riviere—the prince of bookbinders—in a beautiful box with the program, and I count it not the least of the treasures of my library."

THE AUGUST ISSUE of the Princeton University Press Almanac contains a paragraph on an old American bookseller, it is as follows. "The casual pedestrian of Tremont Street in Boston may see, if he be in not too great a hurry, to get to Scollay Square a very old tombstone in the King's Chapel Burial Ground, with a little sign in front of it that reads 'Hezekiah Usher, the First New England Bookseller, Died 1676.' The sign does not say whether Mr. Usher died of discouragement as the makers and sellers of books are sometimes reputed to do, but it is interesting to realize that his just claim to fame arose from the nature of his profession."

¶THE FIRST VOLUME of the new edition of the great French dictionary edited by the French Academy is about to go to press after 46 years of revision. This volume contains the letters A to H and if a proportionate amount of time is required in writing the remaining volumes of the dictionary very nearly a century will have elapsed when it is completed. The Academy brought out the first edition of its dictionary of the French language in 1694, having spent 45 years completing it. The second edition appeared in 1718, the third in 1740, the fourth in 1762, the fifth in 1811, the sixth in 1835, and the seventh and last in 1878.

#### Obituary

#### MARY STEWART CUTTING

Mary Stewart Cutting died August 11, 1924, at her home in Orange, N. J., in her seventy-fourth year. She was a writer of many stories, serial novels and verses in many magazines and had particular success in presenting stories of married life in suburban settings, her books include: "Little Stories of Married Life" 1902, "Heart of Lynn" 1904, "Little Stories of Courtship" 1905, "More Stories of Married Life" 1906, "The Suburban Whirl" 1907, "The Wayfarers" 1908, "Just For Two" 1909, "The Unforeseen" 1900, "Lovers of Sanna" 1912, "Refractory Husbands" 1913, "The Blossoming Rod" 1913, "Some of Us are Married" 1920.

#### MICHAEL MYERS SHOEMAKER

MICHAEL MYERS SHOEMAKER, traveler aud author, died October II at Paris. Mr. Shoemaker was 71 years old having been born in 1853 at Covington, Ky. After graduating from Cornell University he traveled around the world studying the customs and characteristics of all the various races, later using this material in his many books. He was the author of "Eastward to the Land of the Morning" 1893, "Kingdom of the White Woman," 1894, "Sealed Provinces of the Tsar" 1895, "Island of the Southern Seas" 1897, "Quaint Corners of Ancient Empires" 1899, "Palaces and Prisons of Mary Queen of Scots" 1901, "The Great Siberian Railway" 1903, "Heart of the Orient" 1904, "Winged Wheels in France" 1906, "Wanderings in Ireland" 1908, "Islam Lands" 1910, "Indian Pages and Pictures" 1912.

#### Personal Notes

In connection with the visit of Stanley Morison to this country in September, it is interesting to have the report from Ernest Benn, Ltd., of London, publisher of his volume on "Four Centuries of Fine Printing," stating that the edition was entirely exhausted before publication. The last few copies were sold by the publisher at 25 guineas instead of the 10½ guineas of the original subscription. Benn has under way now a second volume entitled "Fine Modern Printing," and it is presumably in preparation for this book that Mr. Morison is visiting the United States.

ARTHUR E. WATSON of Cassell & Co., Ltd., London, is stopping at the Hotel Commodore while on a business trip to the United States.

HUGH TREGASKIS, son of James Tregaskis, the famous London bookseller of Great Russell Street, is in New York on an American trip, stopping at the Harvard Club. The firm of Tregaskis has one of the most attractive old bookshops in London, and its catalogs have been especially interesting to the book-trade because of the fact that they have specialized in books on printing and books about books, and a recent catalog of 50 pages was devoted entirely to that field.

THE CANADIAN BOOKSELLERS, at their summer convention, elected George H. Locke, chief librarian of the Toronto Public Library, as honorary president of the Canadian Booksellers' Association. This is a just tribute to what Mr. Locke has done for the encouragement of the general distribution of books as well as for the progress of his own profession. American booksellers will remember Mr. Locke's address a year ago when the Canadian booksellers met at Windsor, Ontario, following the American Booksellers' Association convention at Detroit.

#### **Business Notes**

Greensboro, N. C.—The Bookshop operated by Mattie Straughan and Alice Straughan, which has just been opened, will add a children's book department in September.

Madison, Wis.—The business of M. B. Brown at 328 State Street has been purchased by E. B. Emory and removed to 623 State Street. L. K. Emory will be the manager.

Madison, Wis.—At the Book Corner in the Mifflin Arcade, Cicely A. Weaver, manager, arranged for a reading by Mary Katharine Reely of her delightful paper on "Literary Introductions," first given at the American Library Association convention in Saratoga and reprinted in the Publishers' Weekly of August 2nd. There was a very large and friendly audience.

Memphis, Tenn.—Kate Connolly formerly manager and buyer of the book department of the "Maison Blanc," New Orleans, is opening a book department in B. Lowenstein Bros., Inc.

New London, Conn.—The Bookshop is a new concern managed by Mary R. Crawford and Florence Griffith at 56 Main Street.

### The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo; 17½ cm.); T. (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

#### Aldington, Richard, comp. and tr.

A book of "characters" from Theophrastus; Joseph Hall, Sir Thomas Overbury, Nicolas Breton, John Earle, Thomas Fuller, and other English authors; Jean De La Bruyère, Vauvenargues, and other French authors; with introd. and notes. 575p. O (Broadway translations) [n. d.] N. Y., Dutton

#### Armstrong, E. Frankland

The carbohydrates and the glucosides; 4th ed. 304p. O (Monographs on biochemistry) 24 N. Y., Longmans \$5

#### Baldinger, Albert H., D.D.

Sermons on revelation; with a foreword by Charles Frederick Wishart. 267p. D [c. '24] N. Y., Doran \$1.60
A collection of sermons on one of the most perplexing books of the Bible.

#### Beer, G. R. de

Growth. 128p. il. O '24 N. Y., Longmans \$2.50

Berman, Edward. Sec Nichols, Roy Frank-

Bird stories retold from St. Nicholas. 181p.
il. D [c. '24] N. Y., Century \$1.25
A collection of bird stories that have appeared at various times in the well-known juvenile magazine.

Book of the queen's dolls' house, The; lim. ed.; 2 v. 249p.; 284p. il. (pt. col.) Q '24 N. Y., Stokes bds. set \$50 bxd. A de luxe two-volume description of the royal Dolls' House—the most perfect miniature residence ever constructed—made during the past two years by Britain's master artists and craftsmen for the royal nurseries. Vol. 1 describes and pictures every detail of the house from attic to basement; vol. II is devoted entirely to the library of two hundred books, which contains much new material by such men as Barrie, Arnold Bennett, John Drinkwater and Walter de la Mare.

#### Boyd, Charles Arthur,

Worship in drama; a manual of methods and material for young people and their leaders. 175p. O [c. '24] Phil., Judson Press

Containing five biblical dramas, two missionary pageants and two pageants for special days, with simple and practical directions.

#### Breiby, William

The essence of life insurance; a clear explanation of the basic principles of life insurance, with simple arithmetical demonstrations. 181p. diagrs. D '24 N. Y., The Spectator Co., 135 William St. \$3

#### Buck, Cephas Shelburn

Poems. 168p. D c. Pamplin, Va., [Author] \$1.50

#### Bullen, Arthur Henry

Elizabethans. 237p. O '24 N. Y., Dutton \$5 A collection of papers on Elizabethan writers, some of which were delivered as lectures at Oxford by the author, a recognized authority on Elizabethan and Restoration literature.

#### Butterfield, H.

The historical novel: an essay. 113p. D'24 N. Y., Macmillan \$2 An attempt to find some relation between historical novels and history treated as a study.

#### Cannon, P. S.

Citizenship in India, its privileges and duties. 200p. diagrs. maps D '24 N. Y., Oxford 70 c.

#### Carpenter, Frank George

The Alps, the Danube and the Near East; Switzerland, Czechoslovakia, Austria, Hungary, Yugoslavia, Bulgaria, Rumania, Italy, Greece, Turkey. 311p. il. O (Carpenter's world travels) c. Garden City, N. Y., Doubleday \$4

#### Adams, William W.

Coal-mine fatalities in the U. S., 1923. various p. O (Mines bur. bull. no. 241) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. pap. 10 c.

#### Clarke Frank Wigglesworth, and Washington, Henry Stephens

The composition of the earth's crust. various p. O (Geol. sur. prof. pap. no. 127) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. pap. 20 c.

Chapman, Herman Haupt

Forest mensuration; 2nd ed. rev. (bibl.) il. diagrs. O '24 N. Y., Wiley 579p.

Essays in the politics of education. 168p. D'24 N. Y., Oxford \$1.70 \$1.70

Currey, C. H.

British Colonial policy, 1783-1915. 266p. S 24 N. Y., Oxford \$1.20

De Ricci, Seymour

A catalogue of early English books in the library of John L. Clawson, Buffalo. 364p. il. Q c. Phil., The Rosenbach Co., 1320 Walnut St. apply

De Schweinitz, George Edmund

Diseases of the eye, a handbook of ophthalmic practice for students and practitioners; 10th ed. 865p. il. (pt. col.) O '24 Phil., Saunders

De quantitate animae; dialogus seu questionum liber sanctum Augustinum inter et evovdium anno salutis circ. ccclxxxvIII conscriptus; e textu parisiensi, anni 1689 in usum scholarum accommodatus curante Fr. F. E. Tourscher. 109p. S [c. '24] Phil., Peter Reilly

Dobson, Austin

The complete poetical works of Austin 55op. bibl. front. (por.) (Oxford standard authors) '23 N. Y., Oxford \$1.50

Drago, Harry Sinclair

Following the grass. 328p. front. D [c. '24] N. Y., Macaulay \$2
A graphic picture of the settling of Northern Nevada, the coming of the Spanish Basques, and the beginning of the great feud between cowboy and herder.

Drinkwater, John

Patriotism in literature. 255p. S (Home univ. lib.) [c. '24] N. Y., Holt \$1

Drinkwater takes care to describe this as "an essay on patriotism, not a patriotic anthology."

Dryden, Ellen

Essentials of etiquette; complete rules of the social game briefly condensed for busy people; with an introd. by Hector Fuller. 144p. il. S [c. '24] N. Y., Carey Craft Press, 406 W. 31st St.

Du Bois, William Edward Burghardt

The gift of black folk; with introd. by Edward F. McSweeney. 353p. (bibl. footnotes) D c. Bost., Stratford
The negroes in the making of America.

Edwardes, S. M.

The Bombay city police, a historical sketch, 1672-1916. 232p. il. O '24 N. Y., Oxford Elgood, Lieut.-Col. P. G.

Egypt and the army. 392p. O '24 N. Y.,

Evangelism in the modern world; edited by two university men. 156p. D (Handbks. of modern evangelism) [c. '24] N. Y., Doran

Presenting the need for a missionary religion .n the world of today.

Ferenczy, Arpad

The ants of Timothy Thümmel. 320p. il. D ['24] N. Y., Harcourt \$2.50 A novel founded on the social life of the ants, whom we find to be curiously like human beings in their individual lives and in their history. The narrative is based on sound scientific evidence.

Field, Walter Taylor

The Field third reader. 316p. il. (col.) D [c '24] Bost., Ginn

Fisher, Mrs. H. A. L.

The economic position of the married woman. 30p. O '24 N. Y., Oxford pap. 50 c.

Forbes, Robert Erstone

The transactions of Oliver Prince. The amazing, romantic, somewhat improbable and always exciting adventures of an English youth of nineteen summers, who hobnobs with royalty, crooks and international thieves, deals in high finance and motor cars, and finally wins the girl of his heart's

Forbes, Mrs. Rosita

A fool's hell. 363p. D c. N. Y., Holt \$2 An exciting romance of Cairo and the East in which Captain Treherne's love for his beautiful wife Leila is tested severely.

Foster, Maximilian

Humdrum house? 306p. D c. N. Y., Ap-Set in a harmless little New England village, the Colquitt home looked humdrum enough, but Jerry Blandon, gentleman adventurer, soon discovered that a mystery lurked behind its bland

Freeland, George E. G.

The improvement of teaching. 305p. (bibl. footnotes) il. D (Modern teachers ser.) c. N. Y., Macmillan
Should prove of interest not only to studentteachers and teachers in service, but to the general public, parents, school boards, etc. The author is director of the Training School, State
Teachers College, San Jose, Cal.

Freud, Sigmund Beyond the pleasure principle; authorized tr. from the second German ed., by C. J. M. Hubback. 90p. (bibl. footnotes) O [n. d.] N. Y., Liveright

Group psychology and the analysis of the ego; authorized tr. by James Strachey. 134p. (bibl. footnotes) O [n. d.] N. Y., Liveright \$2

One thousand useful books. 63p. O '24 Chic., American Lib. Assn. pap. apply

Ellis, A. J., and Meinzer, O. E.

Ground water in Musselshell and Golden Valley counties, Montana. 98p. il. O (U. S. geol. sur.;

water-supply pap. 518) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc.
Glueck, Bernard, M. D.
Some extra-curricular problems of the classroom.
14p. O (Pub. no. 3) [n. d.] N. Y., Joint Comm. on Methods of Preventing Delinquency, 50 E. 42d St. pap. apply

Fuller, Edward, comp.

An international yearbook of child care

and protection; with introd. by Percy Alden.

448p. D'24 N. Y., Longmans \$2.50

Being a record of state and voluntary effort for the welfare of the child, including education, the care of the delinquent and destitute child, and conditions of juvenile employment thruout the world. Published for the "Save the Children Fund."

Ganpat, pseud.

Stella Nash. 359p. D'24 Bost., Houghton

A romance of peril and adventure involving a hunt for vast treasure in a ruined city buried in the remote jungles of India. By the author of the remot

Gerard, Louise

Jungle love. 312p. front. D [c. '24] N. Y., Macaulay The story of a white woman in the African bush.

Greenberg, S. V.

Gregg shorthand adapted to the German language. 91p. D [c. '24] N. Y., Gregg \$1.50 Pub Co.

Greening, Harry Cornell

The wishbone man; a fairy story for the right kind of boys and girls. various p. il. obl. S [c. '24] N. Y., Century bds. \$1
This story of Eb and Flo and their wonderful
friend the Wishbone Man has the approval of
Jackie Coogan to whom it is dedicated.

Grimes, John

House ghosts; introd. by Vincent Starrett; decorations by James Cady Ewell. 75p. D c. Chic., Robt. O. Ballou bds. \$2 bds. \$2 A book of fifty-odd poems by a light verse poet Rockford, Illinois.

Haanel, Charles Francis

The new psychology. 339p. D '24 c. '22-'24 St. Louis, Mo., [Author] \$3.

By the author of "The Master Key System."

Hartman, Carl Gottfried, and Bibb, Lewis Bradley

The human body and its enemies; a textbook of physiology, hygiene and sanitation; 1924 revision. 366p. il. D '24 c. '12-'24 Yonkers, N. Y., World Bk. \$1.60

Haynes, Merritt Way

Teaching shop work; a handbook for in-

structors in vocational schools and for students in trade-teacher training classes. 248p. (bibl.) D [c. '24] Bost., Ginn

Hearnshaw, Fossey John Cobb

Newcastle-upon-Tyne. 126p (bibl.) il. D The story of the English towns) '24 N. Y., Macmillan \$1.60 A history of this famous old English town from the days of the Romans to the present time.

Herge, Henry J.

Shall Jesus find faith on earth? 226p. bibl.) D [c. '24] N. Y., The Book Stall, 113 Fulton St.

Holmes, Sir Charles

Old masters and modern art. 235p. il. (pt. col.) D'24 N. Y., Harcourt \$7.50
The author is director of the National Gallery, London, and one of the most distinguished figures connected with present-day art.

In the shadow. 87p. D c. N. Y., Holt

A courageous, philosophic little book written by an invalid during the years of her illness.

Ironside, John

The 'phone booth mystery. 28op. D '24 N. Y., Holt

The wife of a famous diplomat is murdered in a telephone booth and circumstantial evidence seems to point to her husband's young secretary. Is he guilty?

Jourdain, Eleanor Frances

tice. 198p. (bibl. footnotes) front. diagr. D
'24 N. Y., Holt The drama in Europe in theory and prac-

Judson, Mrs. Clara Ingram

Mary Jane in Canada. 224p. il. D (Mary Jane ser.) [c. '24] Newark, N. J., Barse & Hopkins

Kidder, Alfred Vincent

An introduction to the study of southwestern archaeology, with a preliminary account of the excavations at Pecos. 158p. (15p. bibl.) il. Q c. New Haven, Conn., Yale

Studies made under the supervision of the de-partment of archaeology at Phillips Academy,

Andover.

Goldenweiser, E. A., and Truesdell, Leon E.

Farm tenacy in the U. S.; an analyses of the results of the 1920 census relative to farms classified by tenure supplemented by pertinent data from other sources. various p. O (Census monographs no. 4) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc.

Greene, Tom W.

Strength of steel tubing under combined column and transverse loading, including tests of columns and beams. various p. O (Bur. standards tech. pap. no. 258) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc.

Control Wester C.

Grover, Nathan C. Surface water supply of Hawaii, July 1, 1919, to une 30, 1920. 164p. O (U. S. geol. sur., water-upply pap. 516) '24 Wash., D. C., Gov. Pr. Off.; June 30, 1920. 164p. O (U. S. geol. sur., water-supply pap. 516) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. pap. 20 c. Hay, Oliver P. Notes on the osteology and dentition of the

genera Desmostylus and Cornwallius. 8p. il. O (Nom. proc. of U. S. nat'l mus., v. 65, art. 8) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. pap. apply

Hazen, Grace, and Kenyon, Frieda

Primary radio-frequency standardization by use of the cathode-ray ascillograph. various p. O (Bur. of standards scientific pap. no. 489) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. pap. 10 c.

Hidnert, Peter, and Gero, W. B.
Thermal expansion of molybdenum. various p.
O (Standards bur. scientific pap. no. 488) '24 Wash.,
D. C., Gov. Pr. Off.; Supt. of Doc. pap. 10 c.

Hill, J. M., and Loughlin, G. F.
Magnesium and its compounds in 1923. various
p. O (Mineral resources of U. S., 1923, pt. 2, pp. 721) '24 Wash., D. C., Gov. Pr. Off.; Supt. of pap. apply

Kirk, John George and Mumford, George E. Dictation for modern business. 442p. diagrs. D [c. '24] Phil., Winston \$1.40

Kleen, Tyra de

Mudras: the ritual hand-poses of the Buddha priests and the Shiva priests of Bali; with an introd. by A. J. D. Campbell. 104p. il. Q '24 N. Y., Dutton bds. \$6

La Branche, Corporal Ernest E.

An American battery in France. 237p. front. (por.) O c. '23 Worcester, Mass., Belisle Pr. & Pub. Co.

Le Oueux, William Tufnell

The crystal claw. 310p. front. D [c. '24] N. Y., Macaulay \$1.75 A mystery story of European intrigue.

Longstreth, Thomas Morris

The silent five. 306p. il. D [c. '24] N. Y., A thriller for boys that combines a boys' camp on the coast of Maine with a gang of sea-faring men and hidden treasure.

Lopp, William T.

White sox. 76p. il. D (Animal life ser.) [c. '24] Yonkers, N. Y., World Bk. Co. 80 C.

Luce, Robert

Legislative assemblies; their framework, make-up, character, characteristics, habits and manners. 697p. (bibl. footnotes) O (The science of legislation) c. Bost., Houghton

The second volume in Congressman Luce's monumental work on representative government in the United States, of which the first was "Legislative Procedure.

Maltbie, W. H.

Theory and practice of public utility valuation. 200p. D'24 N. Y., McGraw-Hill \$2

Manning, G. P.

Reinforced concrete design. 500p. diagrs. O '24 N. Y., Longmans \$7

Mearson, Lyon

The whisper on the stair. 311p. front. D [c. '24] N. Y., Macaulay \$1.75 The thrills are continuous in this tale of a haunted house, where stairs creak at night and silent shadows slip along the walls.

Meyerhof, Otto

Chemical dynamics of life phaenomena. 110p. (8p. bibl.) diagrs. O (Monographs on experimental biology) [c. '24] Phil., Lippincott

Comprising lectures delivered in the summer of 1922 before the research workers of the physiolog-

ical laboratories in Cambridge, England, and in a more complete form in the spring of 1923 at the Rockefeller Institute, New York.

Mitchison, Naomi

When the bough breaks, and other stories. 318p. front. D ['24] N. Y., Harcourt \$2.50. The bough is the state of Rome, and these are historical stories dealing with Roman history.

Moulton, Harold Glenn

The reparation plan; an interpretation of the reports of the expert committees appointed by the Reparation commission, November 30, 1923. 316p. D (Inst. of ec. ser.)

24 N. Y., McGraw-Hill \$2.50
A companion volume to Moulton and McGuire's book, "Germany's Capacity to Pay."

Mulliner, Mary Rees, M. D.

Elementary anatomy and physiology; a text-book for students in hygiene and physical education. 382p. il. (pt. col.) O (Physical educ. ser.) c. Phil., Lea & Febiger \$4.50

National Foreign Trade Convention

Official report of the eleventh National foreign trade convention held at Boston, Mass., June 4, 5, 6, 7, 1924. 462p. O [c. '24] N. Y., [Author] India House, Hanover Sq.

Newton, Wilfred Douglas

The brute. 315p. front. D c. N. Y., Appleton An adventure story in which a beautiful and wealthy English girl endeavors to free her half-brother from a prison in the South American wilderness

Nichols, Roy Franklin; [and] Berman, Ed-

The Democratic machine, 1850-1854; [and] Labor disputes and the president of the United States. 248p. (6p. bibl.); 284p. (6p. bibl.) il. O (Columbia univ. studies in history, ec. and public law, v. III) '24 N. Y. Longmans Two studies bound in one volume.

Noel, E. B. and Clark, J. O. M. A history of tennis; 2v. 298p.; 308p. il. (col. front.) Q '24 N. Y., Oxford \$45

Norman, Victor Louis

Chattooga Griffin; a heart story of the Blue Ridge mountains. 301p. il. D c. Bost., Stratford

Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]

Rose of the world; front. in color by C. Allan Gilbert. 423p. D '24 c. '23, '24 Garden City, N. Y., Doubleday

An interesting Norris novel presenting the problem—is there any happiness in marriage where there is no love?

Katz, Frank J., and Clark, Martha B., comps.

Mineral resources of the U. S. in 1923 (preliminary summary). 134p. O (U. S. geol. sur.; dept. of interior) '24 Wash., D. C. Gov. Pr. Off.; Supt. of

Lowe, John Adams

The public library building plan. 14p. il. (Arch. forum repr., Jan. & Feb., '24) '24 (American Lib. Assn. il. Q Chic., pap. apply

Mortality statistics, 1922. various p. O (Bur. ot census bull. no. 154) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. pap. 20 c. Palmer, Howard

The Freshfield glacier, Canadian Rockies. 16p. il. O (Smithsonian misc. colls., v. 76, no. 11) '24 Wash., D. C., Smithsonian Inst. pap. apply

Perkins, Jeanette E.

The amateur poster-maker. 63p. il. Q [c. '24]
Bost., Pilgrim Press pap. \$1

Pigrome, E. R.

80p. D '24 Exercises in trigonometry. N. Y., Oxford limp cl. 50 c.

[Pittsford, Ben C.]

Pittsford's manual for advertisers. 220p. il. S c. Chic., Robt. O. Ballou bds. \$2.50

Practical information about copy, typography, type faces, borders, layouts, paper stocks, engravings, color in advertising, trade marks, and kindred subjects.

Proceedings of C. O. P. E C., The; being a report of the meetings of the Conference on Christian politics, economics and citizenship, held in Birmingham [England], April 5-12, 1924. 306p. D '24 N. Y., Long-\$1,25 mans

Putnam, B. H.

Early treatises on the practice of the justices of the peace in the fifteenth and sixteenth centuries. 434p. O (Oxford studies in social and legal history, v. 7) '24 N. Y., \$4.70 Oxford

Reddaway, William Fiodian

Modern European history; a general sketch (1492-1924) 319p. D '24 N. Y., Longmans

"The biography of modern Europe sketched in strict chronological sequence." The book is divided into seven parts: The Reformation and the new age (1453-1560); The wars of religion (1560-1648); Louis XIV and the transformation of the north (1648-1721); The age of Frederick the Great (1721-1783); The French Revolution and Napoleon (1783-1815); Reconstructed Europe (1815-1848); Nationality and the Great War (1846-1924).

Riesenberg, Felix

Under sail; a boy's voyage around Cape Horn; introd. by Capt. David W. Bone. 472p. il. O [c. '18, '24] N. Y., Harcourt \$3 A new, revised and enlarged edition of a book originally published by Macmillan.

Ripley, Ozark, pseud. [Jean Baptiste de Macklat Thompson]

Bass and bass fishing. 146p. il. D c. Cin., Sportsman's Digest Pub. Co. \$1

Roberts, Richard, D. D.

The ascending life. 79p. D [c. '24] N. Y., Womans Press bds. 75 c. A series of five addresses delivered at the National convention of the Young Women's Christian Associations of the U. S. in May, 1924.

Rowland, Joseph M.

The hill-billies. 304p. front. D c. Nashville, Tenn., Cokesbury Press
A story of the mountain whites.

Rutledge, Maryse, pseud. [Mrs. Marice Rutledge Gibson Hall]

The sad adventurers; a novel. 315p. D'24 c. '21-'24 N. Y., Stokes \$2
The romance of an international adventurer and his American bride.

Schieren, Harrie Victor

The quitter. 285p. D [c. '24] Bost., Small, Maynard This first novel is a portrayal of modern social life in a suburb of New York.

Schinnerer, Otto P.

Woman in the life and work of Gutzkow. 138p. (3p. bibl.) O (Germanic ser.) c. N.Y., Columbia Univ. Press

Seltzer, Charles Alden

The way of the buttalo. 318p. front. D [c. '24] N. Y., Century \$2
The old romantic West and the new agricultural and industrial West meet in this story and adventure.

Slosson, Edwin Emery, ed.

Keeping up with science; notes on recent progress in the various sciences for unscientific readers. 369p. il. D c. N. Y., Har-Short, non-technical accounts of 140 new dis-

Small, Albion Woodbury

Origins of sociology. 366p. (bibl. footnotes) O [c. '24] Chic., Univ. of Chic. Press The author is head of the department of sociology in the University of Chicago.

Smeeton, Mary Alice Bacteriology for nurses; 2nd ed., rev. 334p. O '24 c. '20, '24 N. Y., Macmillan \$2.60 Smith, G. Elliot

The evolution of man; essays. 168p. il. O 24 N. Y., Oxford \$2.85

Still, George Frederic

Common disorders and diseases of childhood; 4th ed. 981p. il. O (Oxford medical pub.) '24 N. Y., Oxford \$7.50

Stecher, William Albin

Physical training lessons, including games, dances, stunts, track and field work; an illustrated handbook for the classroom teacher. 158p. il. diagrs. O [c. '24] Phil., John Joseph McVey, 1129 Arch St.

limp cl. \$2.50

Reece, Ernest J.

Some possible developments in library education.
25p. O '24 Chic., American Lib. Assn. pap. apply
Richardson, G. B.

Petroleum in 1922. various p. O (Mineral resources of U. S., 1922, pt. 2, pp. 359-438) '24 Wash.,
D. C., Gov. Pr. Off.; Supt. of Doc. pap. apply
U. S. Dept. of Commerce. Bureau of Foreign and
Domestic Commerce

British Guiana. 9p. O (Trade and econ. rev.,
1923, no. 9; supp. to commerce reports) '24 Wash.,
D. C., Gov. Pr. Off.; Supt. of Doc. pap. apply
Canada. 15p. O (Trade and econ. rev., 1923, no.
6; supp. to commerce feport) '24 Wash., D. C.,
Gov. Pr. Off.; Supt. of Doc. pap. apply

Czechoslovakia. 12p. O (Trade and econ. rev., 1923, no. 5; supp. to commerce report) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. pap. apply

Sweden. 14p. O (Trade and econ. rev., 1923, no. 8; supp. to commerce reports) '24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. pap. apply

Switzerland. 12p. O (Trade and econ. rev., 1923, to commerce reports) '24 Wash., no. 7; supp. to commerce reports)
D. C., Gov. Pr. Off.; Supt. of Doc. pap. apply

United Kingdom; Bradford. 15p. O (Trade and econ. rev., 1923, no. 10; supp. to commerce reports)
24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc.

#### Straws, Ralph

The unseemly adventure. 305p. D c. N. Y.,

A novel of infectious gaiety, introducing the irre-pressible Appleby Magnus, a combination of Fal-staff, Rabelais, The Old Soak and Baron Munc-

#### Stuart, George Rutledge

The snare of the fowler and other sermons new and old; being a rev. and enl. ed. of "Sermons by George R. Stuart." 234p. front. (por.) D c. Nashville, Tenn., Cokesbury Press

#### Thomas, Rev. Charles Drayton

Some new evidence for human survival; with introd. by Sir William F. Barrett. 285p.
O [n. d.] N. Y., Dutton
Important to all who are investigating the conditions or the credibility of communication between the living and the departed.

#### Thrum, Thomas George, comp.

More Hawaiian folk tales; a collection of native legends and traditions. 323p. il. maps. O '23 c. Chic., McClurg

#### Tourscher, Francis E., tr.

The philosophy of teaching; a study in the symbolism of language; a translation of St. Augustine's De Magistro. 99p. T [c. '24] Phil., Peter Reilly

#### Trollope, Anthony

The Claverings. 530p. S (World's Classics, no. 252) '24 N. Y., Oxford 80 c.

#### Vaihinger, H.

The philosophy of "as if"; a system of the theoretical, practical and religious fic-tions of mankind; tr. by C. K. Ogden. 362p. (bibl. footnotes) O (Internat'l lib. of psy-chology, philosophy and scientific method) '24 N. Y., Harcourt \$7.50

#### [Van Cleve, Jessie Gay, comp.]

Books for the high school library; pre-pared by a joint committee of the school library department of the Nat'l Educ. Ass'n and of the school libraries section of the Amer. Lib. Ass'n, preliminary ed. 279p. D '24 Chic., Amer. Lib. Ass'n \$1.75

A list of about 1500 books, arranged by subject, annotated and indexed. It attempts to answer the ever-recurring request for advice in the selection of books for the established as well as the new library.

#### Vega, Georg, freiherr von

Logarithmic tables of numbers and trig-

onometrical functions; tr. from the fortieth of Dr. Bremiker's thoroly rev. and enl. ed. by W. L. F. Fischer; 89th ed. 603p. O '24 N. Y., Lemcke & Buechner \$1.50

#### Verrill, Alpheus Hyatt

The boy adventurers in the unknown land. 262p. il. D (Boy adventurers ser.) c. N. Y., Putnam

This final story of the Boy Adventurers series is laid in the wild back-country of British Guiana, where they meet with strange experiences in their search for the secret of the Radium God.

#### Walker, Ernest

A history of music in England; 2nd ed. 394p. O '24 N. Y., Oxford \$3.50

#### Walker, Rev. Peter, ed.

Sermons for the times, by present-day preachers; with introd. by Thomas L. Masson. 208p. D [c. '24] N. Y., Revell \$1.50 Among the contributors are S. Parkes Cadman, Harry Emerson Fosdick, Newell Dwight Hillis, Charles E. Jefferson, Bishop Quale and Bishop McConnell McConnell.

#### Wallace, William Kay

The passing of politics. 328p. (bibl. footnotes) O '24 N. Y., Macmillan

The author traces the course of the evolution of politics, and shows that political methods no longer offer an adequate technique for dealing with present-day problems of social life.

Flames of stars [verse]. 67p. D (Contemporary poets, no. 11) c. Phil., Dorrance \$1

#### Werner, M. R.

Barnum. 389p. il. O '24 c. '23 N. Y., Harcourt A new popular-priced edition.

#### Whitehill, Dorothy

Polly's reunion 224p. il. D (Polly Pendleton ser.) '24 Newark, N. J., Barse & Hopkins

#### Wiggin, Kate Douglas [Mrs. George Christopher Riggs]

Love by express; a novel of California. 129p. front. (por.) D c. Hollis, Me., Dorcas Society bds. \$1.50 A novelette, one of the author's earliest stories, privately printed and sold by the Dorcas Society of Hollis and Buxton (Maine).

#### Willcox, Helen Lida

Bible study through educational dra-matics 155p. O (Biblical drama ser.) [c. '24] N. Y., Abingdon

#### Vizetelly, Frank H.

Conjunctions; their use and abuse; illustrated by examples drawn from classic English literature, with rules indicating how to use them correctly in speech and writing. 33p. S c. N. Y., Funk and Wagnalle.

Wagnalls
Prepositions; how to use them; with an explanation of their relation to other words in the formation of sentences, and 2,500 examples of usage drawn from English literature. 44p. S c. N. Y., Funk & Wagnalls
Wages and hours of labor in the iron and steel industry, 1907 to 1922. various p. O (Bur. of

labor statistics bull. no. 353) '24 Wash., Gov. Pr. Off.; Supt. of Doc. D. C., pap. 20 c.

Weigal, W. N.
Size and character of grains of nonmetallic mineral fillers. various p. O (Mines tech. pap. no. 296)
'24 Wash., D. C., Gov. Pr. Off.; Supt. of Doc.

Wertheimer, Mildred S.

The Pan-German league, 1890-1914. 256p. (bibl.) front. (por.) O (Columbia Univ. stud. in hist., ec., and public law; v. 112, no. 2) c. N. Y., Longmans pap. apply

Williams, Frances Fenwick

Viking's Rest; a story of the land of Evangeline. 301p. front. D [c. '24] N. Y., Century The love stories of two bachelor maids from New York who settle themselves in the Acadian valley of Nova Scotia.

Wilson, Guy Mitchell, comp. What is Americanism? American ideals as expressed by the leaders of our country; il. by Maud and Miska Petersham. 330p. il.
D [c. '24] Bost., Silver, Burdett \$1.16
A book for classes in American history.

Wright, J. C. and Smith, Fred C.

Automotive construction and operation. 456p. diagrs. O '24 N. Y., Wiley

Wyckoff, Ralph W. G.

The structure of crystals. 462p. il. 0 (Amer. Chemical society, monograph) [c. <sup>24</sup>] N. Y., Chemical Catalog Co. \$6

Wynne, Pamela

Warning; a novel. 348p. D '24 c. '23 N. Y., Stokes \$2

Life in a small English village bored Joan, so she married an Indian law student and followed him to India where things turned out to be de-cidedly different.

Zollman, Carl Frederick Gustav

American law of charities. 692p. O [c. '24] Milwaukee, Bruce Pub. Co.

# Title Index to the "Weekly Record"

## Does not include the material listed in smaller type

Alps, the Danube and the Near East, The. Carpenter, F. G. \$4 Doubleday American battery in France, An. La Branche, E. E. \$2 Belisle Pr. & Pub. Co. American law of charities. Zollman, C. F. G. Bruce Pub. Co. Anatomy and physiology, Elementary. Mulliner. M. R. \$4.50 Lea & Febiger Ants of Timothy Thummel, The. Ferenczy, A. \$2.50 Harcourt Archaeology, An introd. to the study of southwestern. Kidder, A. V. \$4 Yale Ascending life, The. Roberts, R. Womans Press and Automotive construction operation. Wright, J. C. and Smith, F. C. \$3 Wiley Bacteriology for nurses. Smeeton, M. A. \$2.60 Wright, J. C. and Smith, F. C. Macmillan Barnum. Werner, M. R. \$2 Harcourt Bass and bass fishing. Ripley, O. \$1 Sportsman's Digest Pub. Co. Beyond the pleasure principle. Freud, S. \$1.50 Liveright Bible study through educational dramatics. Willcox, H. L. \$1 Abingdon Bird stories retold from St. Nicholas. \$1.25 Century Bombay city police, The. Edwardes, S. M. Boy adventurers in the unknown land, The. Verrill, A. H. \$1.75 Putnam British colonial policy. Currey, C. H. \$1.20 Oxford Appleton Brute, The. Newton, W. D. \$2 Carbohydrates and the glucosides, The. Armstrong, E. F. \$5 Longmans Catalogue of early English books in the library of John L. Clawson, A. De Ricci, S. Rosenbach Co. Characters from Theophrastus, A book of. Aldington, R. \$5 Dutton Chattooga Griffin. Norman, V. L. \$2 Stratford Chemical dynamics of life phaenomena. Meyerhof, O. \$3 Lippincott

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Jourdain, E. F. \$2.25

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Gregg shorthand adapted to the German language. Greenberg, S. V. \$1.50 Gregg Pub Co. Group psychology and the analysis of the ego. Freud, S. \$2 Growth. Beer, G. R. de. \$2.50 Liveright Longmans High school library, Books for the. Van \$1.75 Amer. Lib. Assn. e. Rowland, J. M. \$1.50 Cleve, J. G. \$1 Hill-billies, The. Cokesbury Press Historical novel, The. Butterfield, H. \$2 Macmillan History of tennis, A. Noel, E. B. and Clark, J. O. M. \$45 Oxford House ghosts. Grimes, J. \$2 R. O. Ballou Human body and its enemies. Hartman, C G. and Bibb, L. B. \$1.60 World Humdrum house? Foster, M. Appleton Improvements of teaching, The. Freeland, G. Macmillan E. \$1.60 International yearbook of child care and protection, An. Fuller, E. \$2.50 Longmans In the shadow. \$1.25 Holt Gerard, L. \$2 Jungle love. Macaulay Keeping up with science. Slosson, E. E. \$2.50 Harcourt Legislative assemblies. Luce, R. \$6 Houghton Life insurance, The essence of. Breiby, W. \$3 Spectator Co. Vega, G. Logarithmic tables of numbers, etc. Lemcke & Buechner Love by express. Wiggin, K. D. \$1.50 Dorcas Soc. Mary Jane in Canada. Judson, C. I. 65c. Barse & Hopkins Modern European history. Reddaway, W. F. Longmans Thrum, T. J. More Hawaiian folk tales. McClurg \$2.50 Mudras. Kleen, T. de. \$6 Dutton Walker, E. Music in England, A history of. Oxford Newcastle-upon-Tyne. Hearnshaw, F. J. C. \$1.60 Macmillan Official report of the eleventh National foreign trade convention. \$2.50 National Foreign Trade Con. Old masters and modern art. Holmes, C. Harcourt Wallace, W. K. Macmillan Passing of politics, The. Patriotism in literature. Drinkwater, J. \$1 Holt Vaihinger, H. Philosophy of "as if," The. Harcourt \$7.50 Philosophy of teaching, The. Tourscher, F. E. 75c. Peter Reilly Ironside, J. \$2 Phone booth mystery, The. Holt Stecher, W. A. J. J. McVey Physical training lessons. \$2.50 Pittsford's manual for advertisers. \$2.50 R. O. Ballou Poems. \$1.50 C. S. Buck

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# Old and Rare Books



## Edited by Frederick M. Hopkins

A COPY of George Moore's "Pagan Poems," 1881, first edition, presentation copy. recently brought £70 in a sale at Sotheby's in London.

TWELVE letters and documents of Mary Queen of Scots were recently sold at Sotheby's for £770, and it is said that they will eventually go to the National Library of Scotland.

THE death of Joseph Conrad adds interest to the recent placing on sale of the suppressed preface to the "Nigger of Narcissus." It was privately printed in 1897 and is said to be extremely rare.

CECIL PALMER of London will publish soon a book entitled "The Art of the Poster, its Origin, Evolution and Purpose." This book, which is under the general editorship of E. McKnight Kauffer, will trace the history of the poster from its beginning until the present day. It will be fully illustrated, and examples of Chinese, French and German posters will be included.

HE contributor of "Notes on Rare Books" to the N. Y. Times calls attention to the fact that there were few Shakespearean rarities sold in America in the season of 1922-23 at auction. There was no copy of the First Folio and no perfect copy of the Second or Third Folio. There was only one early quarto, "The Chronicle of Henry the Fifth," and one copy of the "Poems" of 1640, which brought \$4,800. He attributes this scarcity of Shakespearean material to the fact that American collectors are not disposed to part with these supreme monuments of English literature. Those who have the largest collections have already planned to give them to the public, and, of course, never will appear in the auction rooms.

ACCORDING to the latest report of The Biblio, based upon the number of "want" advertisements inserted in trade papers, Edgar Saltus, H. L. Mencken, Stephen Crane and James Branch Cabell lead in the demand for American first editions.

AT the October meeting of the Winnepeg Dickens Fellowship, an exhibition of Dickensiana will be one of the features. Western Canada has a good collection of original editions and relics of the great novelist and it is expected that the exhibition will attract a great deal of attention.

W. H. S. JONES has edited the earliest Gothic, Latin and Arabic manuscripts of the "Hippocratic Oath," the famous medical oath upon which the ethical rules of the profession have been based. In addition to the manuscripts, the volume will contain translations, an essay and an appendix; it will be entitled "The Doctor's Oath: An Essay in the History of Medicine," and will be published by the Cambridge University Press.

THE Worcester County Law Library, of Worcester, Mass., wishes to be remembered whenever any catalog is printed or published of late Colonial or early Constitutional Laws of these United States. A rough check of the Benedict catalog shows that it possesses a considerable number of rare items and the librarian would be pleased to cooperate with any one in the production of such a catalog, to the extent of checking up title pages and pagination of its own books.

THE Boston Public Library is holding an exhibition in commemoration of the 115th anniversary of the birth of the poet Tennyson. All of the books exhibited are first editions and in addition there are several manuscripts. It is interesting to note that most of the volumes from the "Poems," of 1842, to "Ballads," 1880, were simul-

taneously published in London and Bos-Among the manuscripts, the short fragment of a first draft of "The Miller's Daughter" is the most valuable. stanzas are in the handwriting of Tennyson. He crossed out all three but later restored the second and third. The first, though completed, was never published, and runs as follows:

"I met in all the close green ways, While walking with my line and rod, The wealthy miller's mealy face Like the moon in an ivytod. He looked so jolly and so good-While fishing in the mildam water I laughed to see him as I stood-And dreamt not of the miller's daughter."

THE high prices which first editions of THE high prices which are line in London Blake have been bringing in London recently and their growing popularity with collectors on both sides of the Atlantic inevitably leads one to ponder over his destitution when making them. Henry Crabb Robinson wrote of a visit to the poet in his house in Fountain Street in the Strand in December, 1825. "The interview," said Robinson, "was a short one, and what I saw was more remarkable than what I heard. He was at work engraving in a small bedroom, looking out on a mean yard-everything in the room squalid and indicating poverty except himself. And there was a natural gentility about, and an insensibility to the seeming poverty which quite removed the impression. Besides, his linen was clean, his hand white and his air quite unembarrassed when he begged me to sit down, as if he were in a palace. There was but one chair in the room besides that on which he sat. On my putting my hand to it, I found that it would have fallen to pieces if I had lifted it. So, as if I had been a Sybarite, I said, with a smile. "Will you let me indulge myself?" And I sat on the bed and near him." A single copy of Blake's "Milton," 1804, in the Hoe sale brought \$9,000. Had the poet had what this single volume brought in his most productive years, how much happier he would have been and under what better conditions he could have worked!

N index to "American Book Prices A Current" covering the seven sales years of 1912 to 1922, inclusive, a period remarkable for rise in value of rare books, broadsides, autographs and manuscripts, will be published this fall by E. P. Dutton & Company. The volume will be the same size as the "American Book Prices Current," similar in typography, limited to 750 copies and the price will be \$25 a copy. There is need of an index of this kind tor this period and dealers and collectors will give it a cordial welcome. The compilation has been completed and the copy is in the hands of the printer. It is expected to be ready soon after the auction rooms open in October.

#### Catalogues Received

Americana, general history, travel, biography, Scotch and Irish poetry, etc. (No. 20, New Series; Items 540.) Albert Britnell, 815 Yonge St., Toron-Canada.

to, Canada.

Autographs. (No. K-22; Items 91.) John Heise,
410 Onondaga Bank Bldg., Syracuse, N. Y.

Rare Americana. (No. 144.) Shepard Book Co.,
408 South State St., Salt Lake City, Utah.

Rare and valuable books, including works on Africa,
Americana, | Australasia, Bbiles, early printed
books, etc. (No. 387; Items 1488.) Bernard Quaritch, Ltd., 11 Grafton St., London, W. I, England.

Livres anciens et modernes: Littérature, histoire,
voyages, beaux-arts, bibliographie. (Items 956.)

Librairie Plée, 3 Quai Malaquais, Paris (VIe),
France. France

France.
Second-hand books on sport, including rare Alken items, angling books. etc. Henry Sotheran & Co., 140 Strand, London, W. C. 2, England.
Summertime catalog of theological literature, ancient and modern. (No. 576; Items 1516.) Charles Higkam & Son, 13 Charterhouse St., London, E. C. England. 1, England.

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